

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



- : DAHLIAS : -  
THE MONARCH OF THE FLOWERWORLD  
**1939**



MARGIE PARRELLA

The Dahlia, a gold-mine to the Florist Trade  
Description on page 5

**ALBERT PARRELLA**  
**DAHLIA GARDENS**

3380 ELY AVENUE, Cor. 222nd Street

BRONX, N. Y.

Phone: EStabrook 8-3490

# SUPER DAHLIAS MARCH ON



An interesting article of a great Magazine which may be of some interest to some one. Through the courtesy and permission of the AMERICAN BUSINESS SURVEY, Magazine, 100 Fifth Avenue, New York. We are herewith re-printing same with thanks.

---

## “DAHLIA KING OF THE BRONX”

Many persons are overcome by adversity; others adapt themselves to it. When Albert Parrella found ill-health forcing him to give up his occupation as a painter, he did not despair. He knew that there are other ways of making a living and of keeping healthy at the same time. It was those two considerations that turned him to raising dahlias.

Now Mr. Parrella is the largest producer of dahlias in the Bronx. He has made a business of it, and his yard at 3380 Ely Avenue is a veritable paradise for dahlia lovers—row upon row of the gleaming, beautiful blossoms, of many types and colors, many of them developed by Mr. Parrella himself; new types which he has created and made available to the world of flower-fanciers. He was one of the exhibitors at the 24th annual show of the American Dahlia Society, held at the Concourse Plaza Hotel in the Bronx, on September 20th and 21st. The show was one of the largest ever held in the East, if not in the entire country. The “dahlia had its day” there and fanciers of the flower came from the entire Metropolitan area, including the suburbs, to view the blooms on display.

Mr. Parrella's exhibit attracted considerable attention. It is understood that this had been a good summer for the blooms and that many of those on display were finer and more beautiful than any dahlias ever shown publicly before. Mr. Parrella was therefore upon his mettle but as his past work has shown, he can pit his ability to develop fine dahlias against anyone else, amateur or professional.

He introduced a new development, a commercial dahlia named after his daughter Margie Parrella.

Mr. Parrella has found his field, both of business and in a strong sense, of art, and he has made good. It shows that determination plus the background that makes for appreciation of the beautiful, are certain to bring success when one applies them with stick-to-it-iveness.

---

MODERN DAHLIAS, a book by “J. Louis Roberts,” is one of the most up-to-date in the art of growing better dahlias. Also how to take proper care of them from the beginning of the season to the end. Mr. Robert's has to his credit twenty-five years of experience in growing dahlias, and his knowledge is really worth while to the Amateurs as well as Professionals. The cost of this book is (\$2.00), which can be secured either from us or from the “Doubleday, Doran Outdoor Books,” Garden City, New York who are the publishers.

---

## I Grow the Best — Discard the Rest

---

To My Friends . . . Greetings:

It is with pleasure that I present you with this, my Dahlia Catalog for 1939. Your generous and kind support is thoroughly appreciated and inspires me to continued effort to make available to you only the best.

This catalog would not be complete if I were not to take advantage of the opportunity to thank you for your many letters telling of various successes obtained from stock purchased from me. I am grateful to those who have been able to visit my gardens as well as those who have inspected my exhibits at the American Dahlia Society Shows, and many other shows we attend, because I feel my dahlias speak best for themselves.

To those who are familiar with my stock, no introduction is necessary and you have my pledge that the same quality will not only continue but improve if such is possible. To those who have not tried my service this is an invitation, an invitation that may prove a real opportunity for you to realize something you may not have been able to obtain elsewhere and no order is too small nor is any contract too large, I am pleased to serve you.

ALBERT PARRELLA.

### IMPORTANT NOTICE — DO NOT OVERLOOK

Due to the limited space we are compelled to be brief with our descriptions. However, we want our patrons to know that the varieties listed in this Catalog are either Honor Roll, Certificate Winners, or has proven with us to be truly outstanding. Not only that, but the varieties offered are reliable in every respect, good growers, fine producers, insect resisting foliage and most of them are of large size blooms, and true prize winners. If you are interested in large size dahlias, you surely are not going wrong by ordering from us. This may be of interest to you to know that we do not force our dahlias for size, but we are gratified to know that our customers secure the lion's share of prizes at the Show.

### VISITORS ARE WELCOME

You are cordially invited to bring along as many friends as you possibly can to my gardens at any time after August 15th and see this magnificent sight. You are under no obligation to buy, but welcomed and I will be as happy to see you as you will be to see this magnificent collection of gorgeous massive flowers in all of the colors, shades, and tints of the rainbow.

I will have over 300 varieties, most of them Honor Roll dahlias, as well as many promising seedlings, and many new ones sent by other growers for trial and that have not been released for sale as yet, as well as many novelties.

We want to thank those who have sent to us Seedlings for trial this past season. Assure you we have given them the best of attention. We would appreciate receiving more of them for the coming season providing they are good. We will do all we can to put them over.

If there is any variety that you're interested in and don't find listed, write to us, we may be able to accommodate you, as we have many more varieties but only in small quantities, and that is why we have not listed them.

---

An iron bound Guarantee with every tuber.

---

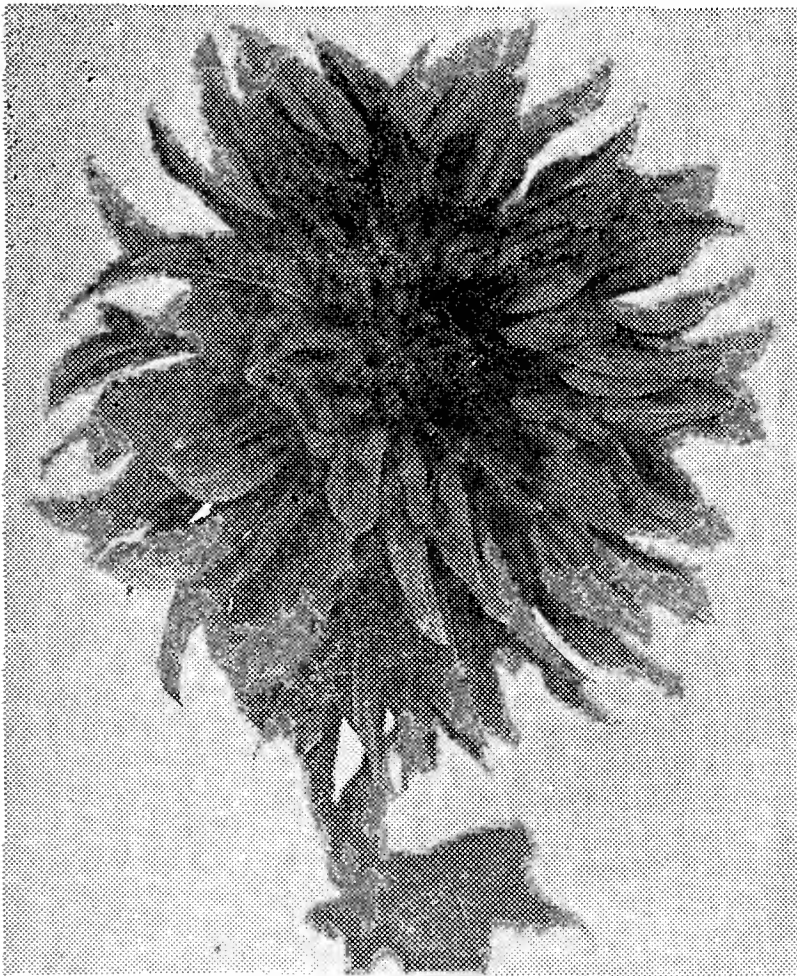
NEW DAHLIAS FOR 1939 OF AMERICAN INTRODUCTIONS, FROM OUR GARDENS, AND OTHER GROWERS, ARE AMONG THE MOST COMPLETE AND OUTSTANDING, FOR SIZE AND BEAUTY.



THELMA CAIN

**THELMA CAIN** (I. D. Cain-Parrella)—In introducing this dahlia we are positive of offering a dahlia of outstanding merit. Thelma Cain received a "Certificate of Merit" with a score of 85 at Storr's Trial Ground in 1937, also received a "Certificate of Merit" at East Lansing in 1938, under the number of Gold No. 5 or Golden Radiance, so this dahlia must be good. Color, light coral red all outer petals, but shades of jasjer pink at center, and on backs of petals. The giant blooms are erect on cane like stems. Flowers facing. An open grower with fine branching habits. Insect resisting foliage. The above picture shows the lovely "Miss Cain" holding two huge blooms of her namesake. The size of the dahlia in photo should give you a fair idea of the size of bloom you can obtain. Please Note: A comment on "Thelma Cain" by the well-known Mr. A. Swoboda of Ridgefield Park, New Jersey—"Thelma Cain is the outstanding seedling of your 1939 Introductions. It has good foliage, excellent stem, nice position and a grand bloom." On Mr. Dudley's Honor Roll in THE FLOWER GROWER. Root \$15.00 - Plant \$5.00

(Note): Thelma Cain also received a Certificate of Merit with a score of 86 at the West Virginia Trial Ground in 1936.



**GLADYS GLAD**

**GLADYS GLAD (I. D. Parrella)**

—Color, deep old rose at center, paling out to pale old rose and buff on outer petals. Each petal carries a spectacle of a yellow at base. Each petal delicately tipped with gold. Blooms average 12 inches or better on cane like stems. A lovely dahlia named for a beautiful lady. Grow Gladys Glad this year, and have something different in your garden. The plant is an open grower with fine dark green leathery foliage. A real fine dahlia. Height of plant, 5 to 6 ft.

**Root \$10.00 - Plant \$3.34**

**MARGIE PARRELLA (F. D. Maxwell-Parrella)**—In introducing this dahlia we are positive of offering one of the best white cut flower variety on the market. Blooms will open in full in the hottest days of July and August without being bruised or burnt. This variety not only is a prolific bloomer, but also produces twice as many blooms than any other commercial dahlia on the market. Size of bloom without disbudding, 7 inches or more. Note: Flowers facing, easy for packing. Natural stem from 12 to 24 inches. An exceptionally fine foliage for a white dahlia. This variety also has a wonderful branching habit. A basket of this dahlia at the New York Show, which were cut after four days of heavy rain, won the Blue Ribbon over Jersey's Beauty. This dahlia has been tried out in many parts of the country this past season, and we received very fine reports. This dahlia is on Mr. Johnston's Honor Roll in HOUSE BEAUTIFUL, and Mr. Dudley in THE FLOWER GROWER. Height of plant, 5 to 6 feet.

**Root \$10.00 - Plant \$3.34**

**MISS CLIO (Dixie Dahlia Gardens)**—F. D. Pink with a yellow center. A very delicate coloring in a medium-sized flower. Won a first in undisseminated class at Toledo; also a Certificate of Merit at East Lansing.

**Plants only \$2.50 Net**

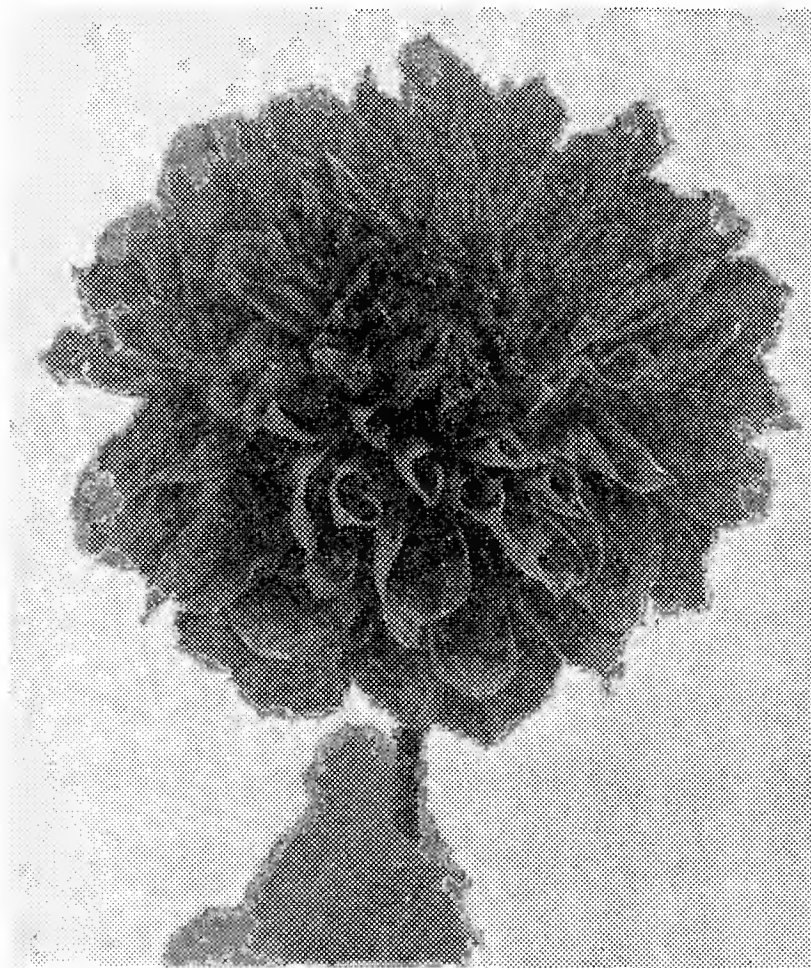
**CHAPPAQUA SUNSET (Semi-cactus) Chappaqua Gardens**—A new Dahlia of rare, distinctive coloring and formation. The color is bronze with a golden suffusion, overlaid with a metallic sheen. The reverse is rose. The petals point forward and twist showing the reverse color. Blooms average 10 to 12 inches when grown in the open field. Strong stems hold the flower at the proper angle well out of the foliage. The bush growth is vigorous, height 5 feet; luxuriant insect-free foliage. Received the Award of Honor at the Trial Grounds of the Dahlia Society of Georgia for a valuable addition to the semi-cactus class.

**Roots \$10.00 Plants \$5.00**

---

If you like to have your garden looking beautiful during the summer and fall,  
you will have to give them some thought now.

---



**A. L. ALEXANDER**

**A. L. ALEXANDER**—This dahlia was named in honor of the great radio announcer—(I. D. Stock-Parrella-Hulin)—We are offering this grand dahlia in plants only. Color, dark flame with shades of grenadine red, lines of gold all overlaid with bronze sheen. Blooms from 11 to 12 inches, and from 7 to 8 inches in depth. A very massive dahlia. A strong grower with excellent branching habits. Blooms in profusion from early until late. The huge blooms are erect, facing on cane like stems, with perfect center. An exceptionally fine foliage. On Mr. Dudley's Honor Roll in THE FLOWER GROWER. Height of plant, 4 feet. **Plants only \$5.00 Net**

**VIRGINIA RUTE** (Informal Decorative) Chappaqua Gardens—An exceptionally large flower on extra long stems. Blooms of deep rich velvety maroon with broad pointed petals, having tight centers, good form and substance are held well out of the foliage on long erect stems. Easily grows to immense size without coddling; 12 to 14 inches by 9 inches deep. The bush growth is vigorous, foliage insect resistant. Height 5 to 6 feet.  
**Roots \$10.00    Plants \$5.00**

**PAUL BUNYAN'S CHARM**—A rich golden yellow flower about two shades deeper than the average yellow, with an unusually high center which adds greatly to its appearance. This is a dahlia that is easy to grow which is much needed in the yellow class, with blooms 11 inches to 13 inches and have been grown to 14 inches. The sturdy bush and its extreme brilliance make it a good garden variety. Won two firsts in I. D. undisseminated classes, scored 84 in East Lansing 1938, and is on The Flower Grower Honor Roll.  
**Plants only \$2.50 NET**

**HILLSIDE GOLD** (Hillside Farm)—St. C. Color, rich golden yellow, with an apricot glow, especially at the center of the flower. This variety is a fine grower, good foliage, and the best of stem. Winner of several blue ribbons. On Mr. Johnston's Honor Roll.  
**Plants only \$3.35**

**SUNSET SATAN**—S. C. 10x5. Sunset shades of apricot buff with faint blending of red. Growth habit and type of this flower are similar to Satan. Anyone who likes a robust grower will like this one as it grows easily from six to eight feet in height.  
**Plants only \$2.00 NET**

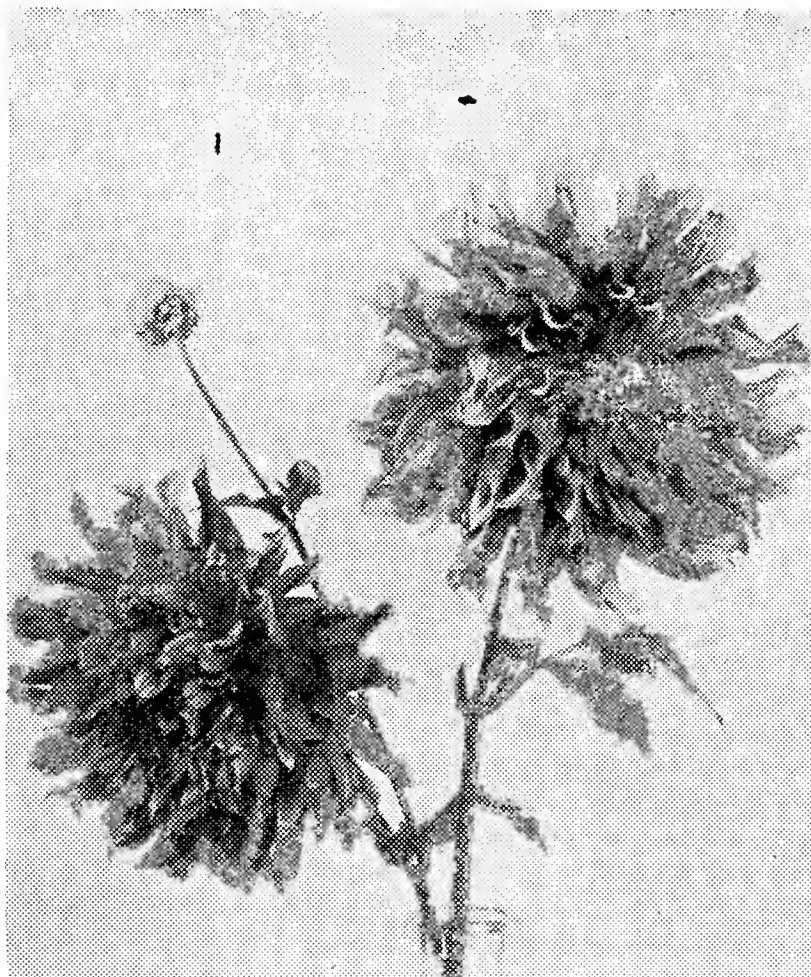
---

**Green, black and blue dahlias as yet don't exist. Any other color? Sure, you'll find it in my list.**

---

**VIN WELL EMPRESS** (S. C. Blamer - Parrella - Hulin) — A dahlia with an entirely new color. This dahlia not only has beauty but also has size. Color, pure deep rose, no shadings. The huge blooms are erect on best of stems, facing. The plant is perfect in growth, and the foliage is insect resisting. This variety was very much admired in our gardens this past season. If you want to win a Blue Ribbon at the Show next fall, grow Vin Well Empress. This dahlia is on Mr. Johnston's Honor Roll in HOUSE BEAUTIFUL. Height of plant from 5 to 6 feet.

**Root \$10.00 - Plant \$3.50**



**VAN WELL EMPRESS**

**BALTIMORE BELLE.** S. C.—The royal robe of Caesar could not compare with the beauty and luster of the purple-red glow of this new and magnificent Dahlia which we honor by the name of Baltimore Belle.

**Roots \$7.50    Plants \$3.50**

**HILLSIDE SUNSET** (Hillside Farm) I. D.—The color is gold and bronze with each petal edged with rose red. This is a seedling of Margrace, and perhaps is even a better dahlia than its original parent. Hillside Sunset received a Certificate at the Fairmount Trial Grounds, with a score of 86. This variety received the Achievement Medal from the Ohio Dahlia Society, also the American Dahlia Society Medal for the largest and best bloom in the Show beside many blue ribbons wherever shown. A vigorous plant with fine foliage and best of stems. On Mr. Johnston's Honor Roll. Height of plant 6 ft.

**Plants only \$5.00**

**MAYOR FRANK OTIS** (Johns-Salbach) — I. D. Color, soft, rich golden yellow with just a touch of copper shading. This is one of the largest dahlias of the season. A real sensation. Winner of many medals and ribbons all over the country this past season. The originator claims that a bloom of this variety has been grown 17 inches in diameter, and 10 inches in depth. So you can use your own imagination. Mayor Otis is vigorous grower, free bloomer, and has a fine stem.

**Plants only \$12.50**

**VIN WELL BRIDESMAID** (S. C. Blamer-Parrella-Hulin) — This lovely dahlia received an "Award of Honor" at the Georgia Trial Ground. We are using description received from the trial ground, which we believe describes the flower to a "T." This is a very distinctive old rose, suffused and tipped yellow, semi-cactus variety. Form is very attractive as the petals curl and twist, showing reverse color. Blooms average 8x5 good substance, on strong stems, 6" to 8" above upper leaves. Prolific bloomer, plant vigorous, medium tall, foliage dark green and insect resisting. Received an "Award of Honor" at the Dahlia Society of Georgia for distinctive color and formation, in addition to other good qualities.

Root \$10.00 - Plant \$3.34



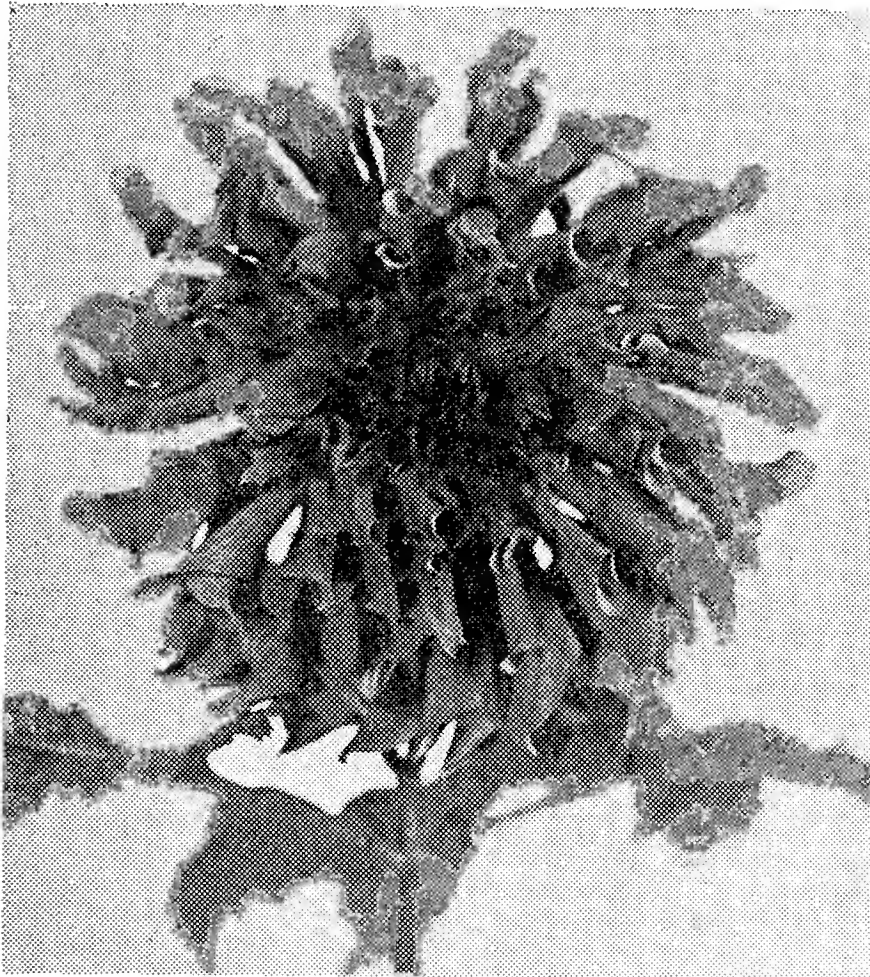
**VIN WELL BRIDESMAID**

### **TEN BRIEF SUGGESTIONS TO THE AMATEUR ON HOW TO GROW BETTER DAHLIAS**

1. Select easily grown varieties and those giving full satisfaction.
2. Prepare the selected planting spot well and place the supporting stake.
3. Dig a hole, next to the stake, about 10 inches in diameter and 7 to 8 inches deep, and place one handful of bonemeal in the hole, or any other recommended fertilizer and mix thoroughly with the soil before planting.
4. Place roots in flat position with the sprout or "eye" facing upwards. Cover lightly with about 2 inches of soil. In doing this be careful not to damage the sprout. As the plant grows, fill around the stem with soil.
5. Do not plant too early. At times, too early planting spoils good roots. I would suggest planting from June 1st on, except in climates where a short growing season is prevalent. In that case use your own judgment.
6. Keep the soil well cultivated throughout the season, and prevent weeds from outgrowing the plant.
7. Water plants during hot weather at least once a week. Do not merely sprinkle them, but soak them. This must be done after sundown.
8. Tie the plant to the supportive stake with soft cord, at distance of 12 inches apart. This is done as an added security against destruction by wind and storm. Spray with any reliable parasiticide at least once every two weeks.
9. About August 1st, scatter, a handful of bonemeal about 6 inches around the stem and rake it gently into the soil. Other fertilizers may be used if desired. Do not use excessive amounts of fertilizer as injury to the roots will result.
10. About August 15th, the same treatment as above is applied. Disbudding at this time aids in the formation of bigger and better flowers and longer stems. This should insure good results. If any other information is desirable, I will gladly forward you the same.

## FOREIGN VARIETIES

The following are exceptionally fine dahlias and deserve a place in the best of gardens.



MRS. STEWART

**MRS. STEWART (S. C.)**—Color, straw yellow, splotted with strawberry pink, rose lavender reverse. Form is very attractive as the petals curl and twist. An Australian dahlia of real merit. Good stem and foliage, and a very fine bush. Deserves a trial. Blooms average up to 12 inches. Height of plant, 5 ft.

Root \$10.00 - Plant \$3.34

**PEACH BLOSSOM (C.)**—A colossal cactus with long wavy petals. Color, peach pink. This dahlia is very hard to describe, but very pleasing to the eye. This variety goes over big with the ladies. A fine clean grower, with good foliage, and free bloomer. Height of plant, 5 ft. Root \$7.50 - Plant \$2.50

**FIRE BIRD (S. C.)**—Color, bright cardinal red. Medium size flower of exceptional beauty. Formation is perfect. Flowers are erect on long rigid stems, blooms early and in profusion. Plant is an open grower with dark green leathery foliage. Insect resisting. A perfect dahlia. "Certificate of Merit" at S. N. H. F., 1937. Height of plant, 5 to 6 feet.

Root \$7.50 - Plant \$2.50

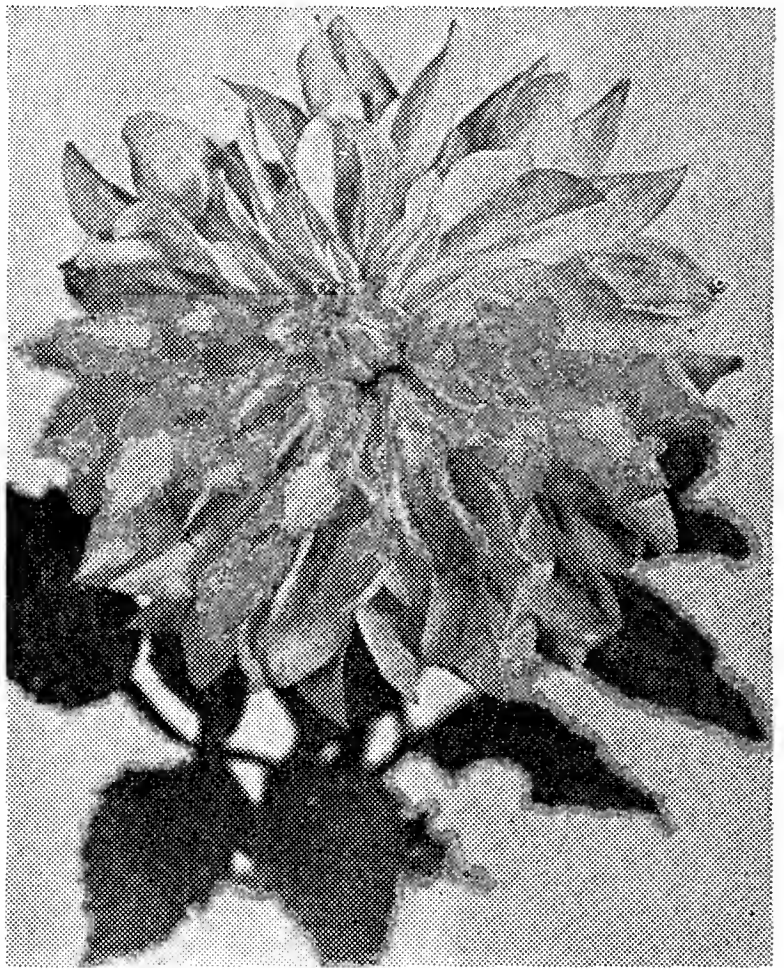
**MRS. B. AMBERS (I. D.)**—Here is one of the best of the Australian dahlias. The blooms are immense in size on long straight stems. The color is very rich, ranging from cadmium yellow to raw sienna. The petals are somewhat crinkled and have a glistening sheen. Bush grows to 4½ feet and is literally covered with exhibition blooms from early season until frost.

Root \$10.00 - Plant \$5.00

### A WORD ABOUT OUR DAHLIA PLANTS

We only offer plants of the most expensive varieties. You can secure plants at a much reasonable price. Our plants are made from base cuttings, and aren't over-propagated. We send out fine sturdy plants, well packed and **GUARANTEED** to reach you in perfect condition. If you take proper care of them you will not be disappointed. Our customers who have purchased plants from us in the past few years have been very well satisfied. Not only have our plants produced wonderful blooms for them, but also have secured good clumps. Plants will be shipped from May 1st on. If an early shipment is required, Kindly advise.

**WAGSCHAL'S PHANOMEN** (I. D. Wagschal-Parrella)—Color, Canary yellow. Blooms up to 12 inches, erect on cane like stems. Formation perfect. The immense blooms have a wavy petal formation. This dahlia is just a little different from the regular run of yellows. A good plant. Insect resisting foliage. A real fine dahlia, and we recommend this dahlia very highly. (A dahlia with a shower of blooms) was awarded a "Certificate of Merit" by the German Dahlia Society in 1938. Also on Mr. Robert's Honor Roll in **THE FLOWER GROWER**. Height of plant, 4½ ft.      Root \$10.00 - Plant \$3.34



**WAGSCHAL'S PHANOMEN**

#### **SPECIAL NOTICE**

1. NOTHING but tried and selected tubers is sent out.
2. I PRACTICE treating my customers as I would want others to treat me.
3. I SELL my stock at prices that are within reason.
4. I AM NOT trying to grow every dahlia grown, but I am trying to present to the general public most of the varieties that are easily grown and give you full satisfaction.

#### **OUR GUARANTEE**

Finally, I fully guarantee my stock to be true to name and free from any slightest sign of disease. We will gladly replace any unsatisfactory stock if we are notified.

**SHIPPING:** We ship our dahlia roots from April 20th on. If an early shipment is desired, please specify the date with your order.

All orders are shipped prepaid by Parcel Post or Express with the exception of any order amounting to less than one dollar (\$1.00). Kindly add ten cents for postage.

#### **DIRECTIONS FOR REACHING PARRELLA DAHLIA GARDENS**

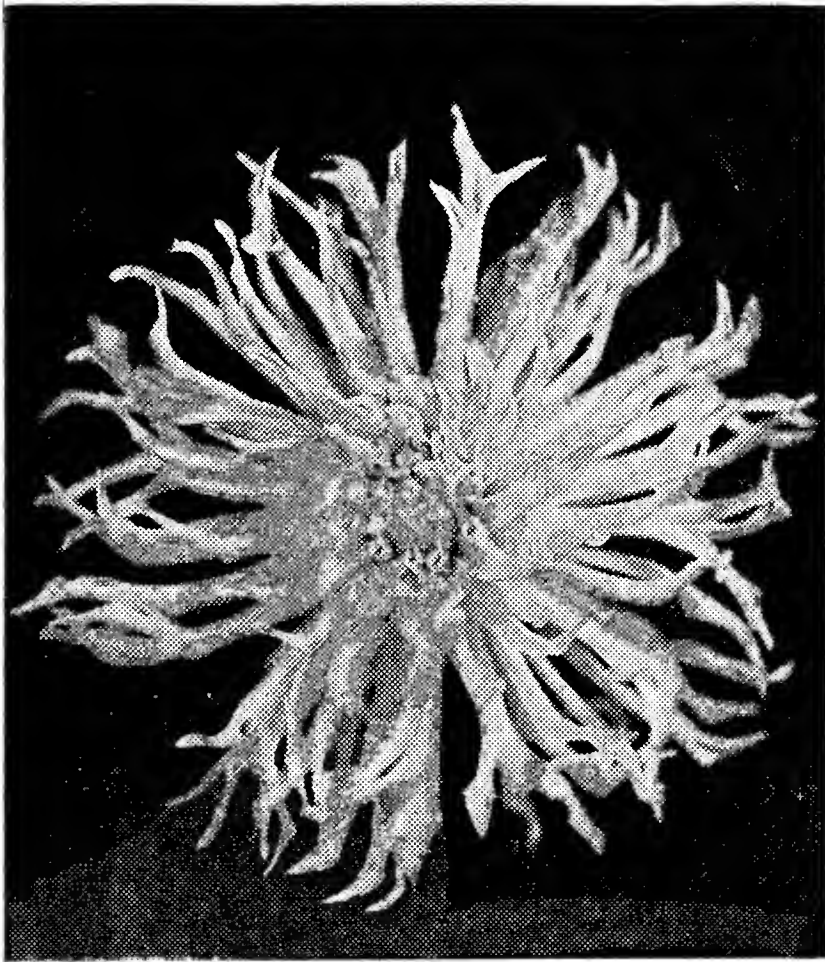
Customers can easily reach our place by taking the Lexington Avenue Subway, which passes through White Plains Avenue. Get off at ALLERTON AVENUE, and take the Boston Road bus, which runs right through Allerton Avenue. Ask the conductor to let you off either at GRACE or ELY Avenue.

By auto follow the Boston Post Road to Grace Avenue, here turn east for 500 feet, and you are in the center of my gardens.

---

There is a great difference between the dahlia our father used to know and the modern dahlias.

---



KIMIKAGE

**KIMIKAGE (I. Endow - Parrella)**

—In introducing this lovely dahlia, we are positive of offering something real different. Kimikage isn't a large dahlia, but one of the most beautiful in color and very different in formation. The petals of this dahlia twist in such a fine manner that frankly it is hard to describe. You must see this dahlia in bloom to appreciate its real beauty. Color, lemon yellow. Light green foliage, insect resisting. Note: Kimikage is on Mr. Johnston's Honor Roll in HOUSE BEAUTIFUL, and Mr. Dudley in THE FLOWER GROWER. Height of plant, 4½ ft.

Root \$5.00 Net

Plant \$2.00 Net

**SPECIAL OFFER**

Our SPECIAL OFFER in the past years have met with such great popularity with our customers that we are continuing with same.

We have only changed it so that our customers may select the variety they would like best. With any retail order amounting from \$5 to \$10, you may select 15% additional stock FREE. With any order from \$10 to \$25, you may select 25% additional stock FREE. Orders amounting over \$25, you may select 33⅓% of additional stock.

With any order amounting to less than \$5.00, we usually include an extra root free.

These offers do not include our Special Combinations. Seeds, Trade Discounts and Varieties marked net.

**IMPORTANT:** All our new introductions are GUARANTEED to be true to description, if proven otherwise, we will gladly refund the full amount paid for same.

Do not overlook our last year's introductions namely: DIRECTOR MARSHALL A. HOWE, ADA HOFFMAN, VIN WELL BITTERSWEET, PHYLLIS KNIGHT, MRS. G. W. HUTCHINSON. These varieties have performed very well.

We would appreciate very much if you print or write your name and address PLAINLY, in order to avoid confusion.

## IN THE SMALL VARIETIES WE ARE OFFERING THE FOLLOWING WHICH ARE VERY GOOD



**CORAL (Pom.)**—Color, Soft coral shading to salmon. This little pom. has every good quality that a pom. should have, outstanding blooms of about an inch and a half in diameter, good stem, and a fine foliage. A free and prolific bloomer. Coral received First as best pom. at the Dahlia Society of California this past season, and this was well deserved. **Root \$2.00**

**LITTLE NELL (Pom.) (Galloway - Parrella)** A lovely pom. with pink orchid shadings. Size of bloom a little over an inch. A perfect pom. for Show purposes. We had the pleasure of growing this dahlia at our Gardens, and it sure was a beauty. Much admired by the visitors. **Roots \$2.00**

**LITTLE COLONEL (Min. S. C. Galloway-Parrella)**—Size 3" to 3½", bush 36". Color, soft pink with primrose center. This miniature is a clean, exceptionally vigorous grower with durable, attractive foliage, stems as long as you want them and straight and stiff as an arrow. The blooms usually come at an angle of 45 degrees with never an open center. As a cut flower, it is an exceptionally good keeper. Among comments by visitors was "Improved Baby Royal." The most outstanding entry at Storr's writes a grower from Rhode Island. Exhibited only at Cincinnati in 1938 where it won First in the undisseminated miniature class. Awarded "Certificate of Merit" at the A. D. S. Trial Gardens at Cincinnati with a score of 85.

**Root \$3.00 Plants \$1.00**

**CHERUB (Hulin-Parrella)**—A new formal decorative miniature of a deep pink throughout. The center is a shade deeper than the rest and is so artistically formed that every petal radiates a glowing warmth, drawing your attention from a distance. As you approach this little beauty you will be charmed with the lovely texture and symmetry of the flower. The bush is medium tall and always covered with bloom from July till frost. The quality of the bloom is such that the centers are tight, keeping extra well when cut. Stems are ideal and plenty long. A long row of this never failed to attract and receive favorable comments from all visitors. It is truly a little "Classic" and you, too, will enjoy growing it. Fairly large stock permits us to offer it at a price that all can afford. Delivery any time you wish.

**Strong Roots \$1.50 each - 3 for \$3.50 Net**

**COLLEEN (F. D.) (Blamer - Parrella)** Color, Pure white delicately striped lavender. A very attractive flower with fine stem. This variety attracted plenty of attention at our Gardens. Profused bloomer. **Root \$2.00**

To grow better dahlias, we urgently request all readers and customers to subscribe to the FLOWER GROWER MAGAZINE. This is one of the finest Publications on Gardening in general, on dahlias particularly. For more information regarding a subscription write to the J. B. LYON COMPANY, (Publishers), ALBANY, NEW YORK.

Just a gentle reminder for 1940. Watch for SILVER WINGS, TOWN TOPIC and DORIS ARLEEN. These are three beauties.

TO GROW BETTER DAHLIAS, subscribe for the DAHLIA DIGEST a very fine publication, and should interest all dahlia growers. For more information, write to Mr. D. O. ELDREDGE, (Editor), 1040 Rutledge Street, Madison, Wisconsin.

---

No flower garden is complete without dahlias.

---

## General List of Standard Varieties

The varieties listed herein are positively the best stock that can be procured anywhere, at any price, as these tubers are not forced, or from over propagated stock, and are **GUARANTEED** to be true to name, healthy, and full of life, vim, and vitality.

**KEY TO ABBREVIATIONS:** F. D.—Formal Decorative; S. C.—Semi-Cactus; I. D.—Informal Decorative; St. C.—Straight Cactus.



**ADA HOFFMAN**

**ADA HOFFMAN** (Parrella, Blamer—Hulin) I. D.—A beautiful golden color dahlia which attracted plenty of attention at the New York Dahlia Show of the AMERICAN DAHLIA SOCIETY. This dahlia was selected by Miss Ada Hoffman, daughter of Governor Hoffman of New Jersey, and named in her honor. The selection was made among many dahlia seedlings at the Show. The Ada Hoffman dahlia is unquestionably very outstanding. Blooms average 10 inches or more and are of perfect formation. Height of plant 4 to 5 feet. Very attractive foliage and insect resisting. A perfect stem. On Mr. Johnston's and Mr. Barron's Honor Roll. **Roots \$7.50 Plant \$2.50**

**ADIRONDACK SUNSET** (Cackener-Parkway) I. D.—Color, a deep vivid scarlet, shading to a bright canary yellow at the base. The petals are long and broad, forming a high, tight, rose-like center, showing the deep gold reverse of petals. Height, 5 feet. **Roots \$1.00**

**ADORABLE** I. D. (Angell-Parkway)—Color, a vivid peach, shading to an orange yellow glow at the center. The petals are long and broad and gracefully twist near the tips, giving the large flowers a star-like effect. Height, 5 feet. **Roots \$1.25**

**AGNES L. YOUNG** (Young) I. D.—This is one dahlia that deserves a trial. Color, red with gold tips. The huge blossoms stand erectly on fine stems. Never droops. Height, 4½ feet. **Roots 50c**

**ALYCE MARIE GALVIN** F. D.—A beautiful white with faint tones of cameo pink on outer petals. 11 inch flower awarded. Certificate of Merit at Storr's. Height, 5 feet. **Roots 50c**

**AMELIA EARHART** S. C.—Color, apricot buff with salmon tints shading to soft yellow at base of petals. One might picture it as an improved Edna Ferber of large size, better stems and with more gold and less rose shadings. Height 5 feet. **Roots \$1.00**

**AMERICAN PURITY** (J. Nuneviller)—Glistening white. True semi-cactus type with absolutely straight stems which are in proportion to the size of the huge blossoms and clean foliage. Having good substance, it can easily be carried to the Show Room in perfect condition. An Honor Roll Dahlia of great merit. Height, 5 feet. **Roots \$5.00 Plants \$2.00**

**AMERICAN LEGION** I. D. (Nunevillier)—Well grown blooms of this one can beat them all in its class for largest bloom in the show. Flowers are very deep. Color soft picric yellow. **Root \$1.50**

**ANGELO ROSSI** I. D. Color vivid gold outer petals flushed a deeper shade of salmon gold. Flowers very large, and deep strong stems. **Roots \$1.50**

**ANNA MAY WONG**, I. D. (Stephenson)—This is a full deep bloom of large proportions. The color is spectrum red with a lighter reverse. The deep flowers are held on good stiff stems above a medium tall bush. This one was very attractive with us the past season. We are sure you, too, will like it. Good divisions well matured. **Roots \$2.00**

**ARELDA LLOYD** I. D. (Smith)—Color, a clear lemon yellow with very light rose suffusion on ends of petals with a clear yellow center, or best described as a yellow Jane Cowl, as form and bush are almost identical. Height, 6 feet. **Roots 75c**

**AUDREY E. SCHMIDT** (Parrella-Hulin-Blamer) I. D.—Deep rosy lavender, flecked with tones of the same, streaked with violet maroon. A dahlia of unusual color which attracted a lot of attention at our Gardens. Blooms 10 inches or better, facing sideways on fine wiry stems. A prolific bloomer, with insect-resisting foliage. Plant averages from 5 to 6 ft. in height with very good branching habits, an open grower. On Mr. Barron's Honor Roll. **Plants only \$3.50**



AUDREY E. SCHMIDT

**AUTUMN SUNSET, ID** (e-mh)-C—Lemon yellow lightly tinted spinel red. An exceptionally strong grower and highly resistant to insects. This dahlia holds an enviable trial garden record. Very large blooms, good stems. **Roots \$2.00**

**AZURA, ID** (e-mh)-C—A giant dahlia, color rosy lilac with a bluish violet sheen. A clean vigorous grower but a late bloomer. **Roots \$2.00**

**BAERNES S. C.** (Ballego)—This is without doubt one of the best European novelties. The color is a striking carmine rose throughout the entire flower. The petals are pointed and the stems hold the blooms at a fine angle. This variety has fine branching habits. Height, 4 feet. **Roots \$2.00**

**BALLEGO'S SURPRISE S. C.** (Ballego)—One of the most beautiful whites. A Seedling of Frau O'Bracht which already has made a fine record and captured many prizes throughout the country. Height, 4 feet. **Roots \$1.50**

**BLACK KNIGHT I. D.** (Kemp)—The name of this dahlia ought to be sufficient to give you an idea of the color. Dark velvety maroon, almost black. The flowers are of great size, often up to 14 inches in diameter. Plant has a wonderful branching habit. Height, 6 feet. **Roots \$1.50**

**BUCKEYE KING F. D.** (Peck)—A very large clear glowing amber yellow that won many prizes. The blooms which are large and of good depth are held facing sideways, on good stems, well above the foliage. Tall and very vigorous growing bush. Height, 6 feet. **Roots 50c**

**CALIFORNIA IDOL I. D. (Ballay)**—Clear, bright, self-colored yellow. In size it ranks with the very largest, growing to 14 inches and more, with corresponding depth, and yet is an extremely refined flower in every sense. It won the American Home Achievement medal at Boston, and the Dahlia Society of California medal at San Francisco as the best undessimated three-year-old seedling. Height, 4½ feet. **Roots \$2.00**

**CHALLENGER (Chappaqua) S. C.**—A brilliant cardinal red bloom on a strong vigorous bush. A Semi-cactus that is easy to grow. A clean open grower with the best of habits. It won two firsts and a special in the recent New York Show. **Roots \$1.00**

**CHAMPOEG I. D. (Crites-Kemp)**—The unusual coloring is especially attractive. It is a waxy canary yellow at the center and shades into a soft rose red. Strong sturdy stems hold the flowers well above the rough thick foliage. Height, 4 feet. **Roots 50c**

**CHARLES L. MASTICK (F)**—The colour is rich bright orange, deepening to a darker orange at the centre. The reverse is grenadine pink. Strong, vigorous plants hold the immense blooms well above the foliage. **Root \$2.50**

**CHATTAQUA SALUTE (F. D.)**—This dahlia is by far the purest white of any dahlia known to date, and a prolific bloomer. The flowers, which average between 7 and 8 inches across, literally cover the strong growing bush with blooms, giving it the effect of a huge bouquet. Height, 4½ feet. **Roots 35c**

**CHEMAR'S PURE WHITE S. C.**—This dahlia, as the name implies is pure white, very large and borne on good stems. We believe we have a real treasure here. **Root \$3.50**

**CITY OF WELLSTON F. D.**—This is what I believe to be the greatest flower of its coloring ever put on the Market. Color, Rhodamine purple, reverse rose purple, borne in abundant profusion from early summer until killed by frost. Height, 5 feet. **Roots 35c**

**CLARA CARDER I. D. (New Zealand)**—Certainly one of the best, and a great exhibition variety, of clear cyclamen pink; largest flowers on great stems. **Roots \$1.00**

**COLONEL LEWIS I. D.**—An immense bloom of deep rose. An excellent grower with fine foliage and good stem. **Root 75c**

**CORONATION (Pike-Parrella) I. D.**—True type. Deep dark purple with velvety sheen; reverse of the center showing very dark color. The petals are rather large but have grace. The formation is perfect. Blooms average 10 to 11 inches in diameter with a very good depth. The foliage is very attractive, and insect resistant and has a tendency to fall gracefully like a willow tree. Height of plant 5 ft. On Mr. Barron's Honor Roll. **Roots \$3.50**

**CROIX DU SUD** (France) Anemone.—A greatly admired new type, a single row of brick red petals with golden ring of small quilled petals around the centre. Good stem and fine foliage. Root \$2.00    Plant 75c

**DAHLIA CRAFT S. C.** (Modern Dahlia Gardens) **THE UNBEATEN CHAMPION.** A light canary yellow, 10 in. to 12 in., to 8 in. deep, long, graceful stems, holds flower erect, an ideal keeper. Bush 5 ft. Root \$5.00

**DAISY TURNQUIST I. D.** (Turnquist-Hulin)—A very impressive flower of real beauty. The color is rose pink and salmon orange with petals that twist and curl. Stems long and stiff. Very free bloomer. Root \$1.00

**DARCY SAINSBURY F. D.**—One of the finest whites we ever grew. This dahlia came to us from AUSTRALIA. This is a champion, without exaggerating. The immense blooms are erect on cane-like stems, facing sideways. Height of plants 4½ feet. Roots \$3.50

**DEAN ANDERSON** (Mad River Gardens) I. D.—Gratifying indeed are the many glowing reports we have on this great Dahlia. A true exhibition type, of a rare, new color,—radiant henna orange. Extra long, strong stems, holding the very large flowers in an ideal position. Bushes about four and a half feet when grown in the full sun. Most luxuriant insect-free foliage. Plants only \$1.50

**DIR. CARL DAHL** (Scott) I. D.—A graceful giant flower can easily be grown to 12 inches or more. Color, apricot buff, reverse old rose, with a concentration of old rose at center. A free bloomer, with fine stem. Plants only \$3.50

**DISCOVERY** (Salem) I. D.—Huge flowers of deep rosy magenta with a deep reddish garnet center. An excellent variety to force for a large size. Strong stem and a fine grower. Root \$3.50

**DON WILSON** (Jeffords-Parrella) I. D.—This giant dahlia received a Certificate at the East Lansing Trial Ground under Seedling No. 32, with the following description. Color, basic color colonial buff, tinted roseland purple to tyrian pink; reverse almost white. Flower habit, late. Date of first bloom, Sept. 20th. Substance, good. Stem 12-15 inches; thick, strong, flowers facing. Habit of growth, strong, erect branching. Health, good. Diameter of blooms, 8-10¼ inches; depth, 5¼-6 inches. Height of plant 5 feet; spread 4 feet. Don Wilson was named in "honor" of the great radio announcer.

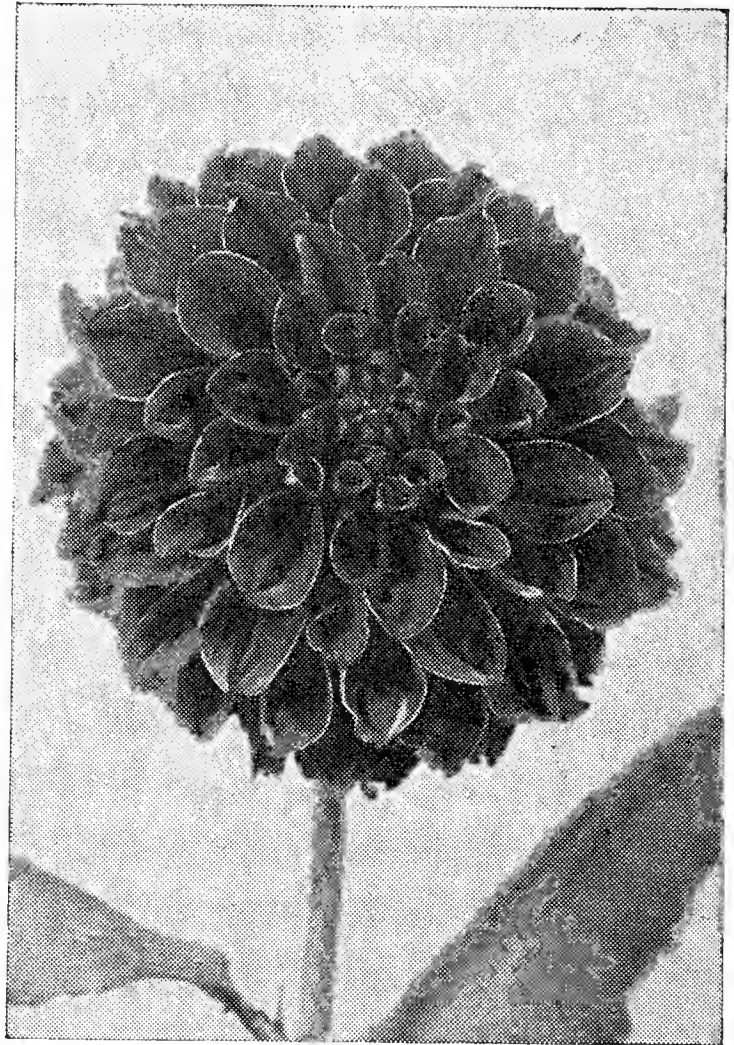
Roots \$2.50

---

The dahlias of yesterday were marvelous, dahlias of today these have surpassed with the co-operation of the growers, the progress shall last.

---

**DIRECTOR MARSHALL A. HOWE** (Parrella-Hulin-Blamer) F. D.—This dahlia received “An Award of Honor” at the Georgia Experimental Station in 1937. In 1936 it was greatly admired at the N. Y. Botanical Garden under Seedling No. 500. We are herewith quoting the exact words of our Beloved friend, “Director Marshall A. Howe” in making the tour of the dahlia border he would pause before this seedling with its gorgeous blooms and say with a smile, “This is outstanding”. This information came to us from a very reliable source. That is the reason we renamed this dahlia.



**DIRECTOR MARSHALL A. HOWE**

(We are herewith giving the description received from the **GEORGIA TRIAL GROUND** which corresponds exactly with this lovely dahlia.) **DIRECTOR MARSHALL A. HOWE**. Very attractive in form and color. Color—general effects velvety Tyrian—rose; in detail, the color is a cardinal red over-lying mulberry. The red fades as the end of the petal is approached, showing the undercolor of mulberry purple. To the whole flower there is a cast of rose cerise. The petals fall back almost to stem, giving a ball effect. The substance of the bloom is very durable, well withstanding hot fall winds. Prolific Stems, strong and slender, holding bloom facing, 5 inches to 8 inches above first leaves. Plant—vigorous, strong, medium tall. Foliage—abundant dark green and attractive. On Mr. Johnston's Honor Roll in **HOUSE BEAUTIFUL**.

**Roots \$10.00 Plants \$3.33**

**DWIGHT W. MORROW** (I. D.)—A gigantic red dahlia that was admired by everyone who saw it. It not only has size but grace. The long, broad petals with a slight twist near the tips, the richness of its color and graceful formation, made it a winner everywhere. Height, 4½ feet. **Roots 50c**

**ELEANOR ROOSEVELT** F. D. (Veile & Mendham)—A sensational white dahlia of immense size. Blooms up to twelve inches. Height, 4½ feet. **Roots \$1.00**

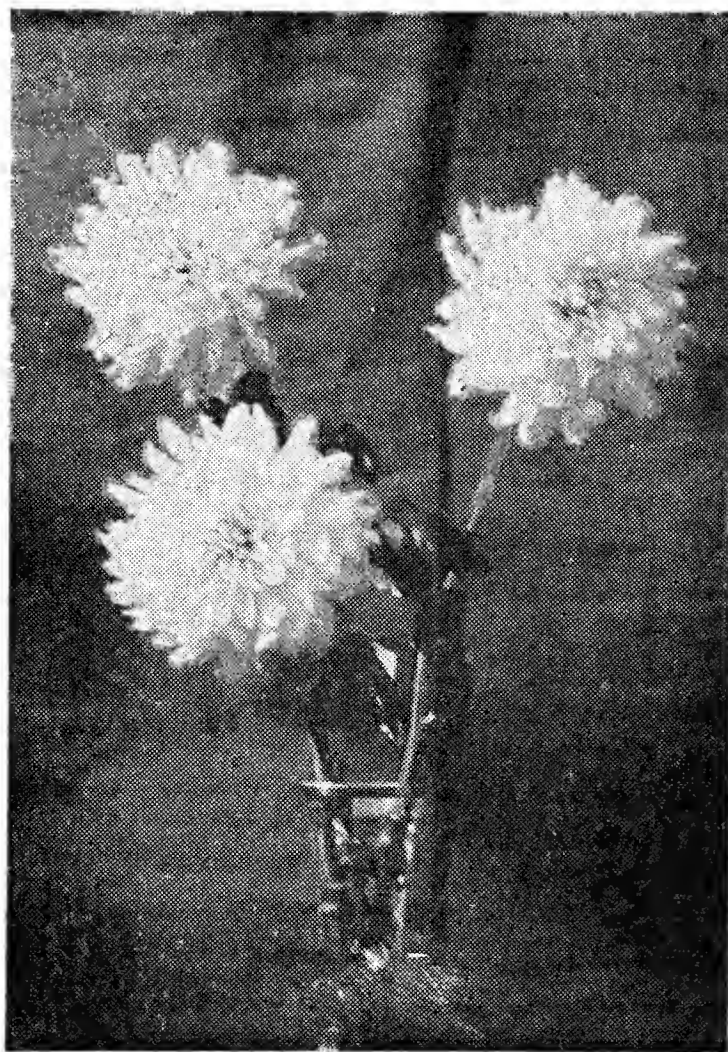
**ELISSA LANDI** F. D.—Color is jasper blended with warm buff, giving an effect of brilliant orange. Blooms average 8 to 9 inches without forcing. Height, 5 feet. **Roots 75c**

**ELITE GLORY** F. D.—Clear bright red of huge size on very stiff stems. The foliage is insect resisting, and rather dark. **Root 50c**

### ELIZABETH MILLS CALKINS

I. D. (Calkins-Salbach)—A medium sized dahlia. Color, pure white. An excellent cut flower variety, and fine grower with insect resisting foliage. A Certificate Winner at Storr's Trial Ground. Never before such a lovely dahlia has been bought for less than ten dollars per root. Stock hasn't been propagated, but the originator has been growing this variety for a number of years, so that there is enough root stock on hand to supply any demand, and that is the reason for such a low price. On Mr. Barron's Honor Roll.

**Roots \$1.00**



ELIZABETH MILLS CALKINS

**EAGLE ROCK FANTASY I. D.**—The blooms of this variety are not only large in size but beautiful. Color, Clear mallow pink or violet rose with silver shadings. The flower is composed of long broad petals, tapering and tastefully notched at the tips. Height, 4½ feet. **Roots 75c**

**EDWARD THOMAS BEDFORD I. D.**—A very striking dahlia of a bright cerise color with a silvery reverse. Height, 4½ feet. **Roots 35c**

**EMANUEL'S BEAUTY F. D. (Mendosa)**—Color, pleasing combination of lemon—yellow with scarlet suffusion. Strong grower. Height, 5 feet. **Roots 35c**

**FRAU O'BRACHT S. C.**—A clean cut, straight petaled flower of clear primrose yellow. Received A. D. S. Certificate of Merit. Height, 4 feet. **Roots \$1.00**

**FIREBALL (Bissell) F. D.**—Color, a brilliant scarlet which does not burn or fade. The foliage is heavy and absolutely insect-resisting. Honor Roll and Certificate of Merit. Winner of three Blue Ribbons in formal decorative classes. Height about 5 ft. **Roots \$2.50 Plants \$1.00**

**FRANK SERPA F. D. (Serpa-Salbach)**—General effect, light amaranth pink, produced by petal tips of mallow pink that grow lighter toward the base of the petals, paling to a delicate orchid pink. This two-toned effect gives the flower a beautiful, clear, crisp appearance that makes it a real aristocrat. Holds its color well under artificial light. The blooms are very large. Height, 4 feet. **Roots 75c**

**FOREST FIRE I. D. (Dahliadel)**—In the bi-color classes this variety should have a wonderful future. Forest Fire has distinct lemon yellow for about one-third the length of the petals, then shaded to rich scarlet toward the tips enhanced by clear yellow petaloids. Height, 4 to 5 feet. **Roots \$1.00**

**FRANZ BERGER** St. C. (Berger)—Another grand dahlia from Germany. Color is bright coral red. This dahlia will have many friends in the dahlia world. Height, 4 feet. **Roots \$1.00**

**FRED SPRINGER** (F. D.)—Here is a new dahlia and one that will be in great demand as a border dahlia. It is a dwarf grower, growing to a height of two feet with distinct fine cut foliage with large scarlet red flowers, with short stems that cover the bush and stay on the plant a long time, giving the plant the appearance of a rose bush with gigantic roses. None better for a border or hedge. **Roots 50c**

**FREIDA GEORGE** I. D. (Australia)—One of the most beautiful dahlias we had the pleasure of growing. The color is helio and cream, and one has to see it to fully understand the delicate color. The blooms are large on wonderful stems. One of the very best. This variety won many prizes this past season throughout the country. Height, 5 feet. **Roots \$3.50 Plant \$1.50**

**FROLICHE PFALZ** (C.)—Brilliant purple with large white tips. A very fine Bi-Color, and medium size flower. Unusual in form and beauty. A great favorite everywhere. Height, 4 feet. **Roots \$1.00**

**GOOD NEWS** (Boender) F. D.—Beautiful shade of pink. A large flower on the best of stems. **Roots \$2.00**

**GOOD NIGHT** (I. D.)—This is one of the prettiest dark dahlias we have had the pleasure of growing. Blossoms average 10 inches or more. Color, ox-blood red shaded maroon. This is one dahlia that should not be overlooked. **Roots 75c**

**GOLDEN BEAUTY** I. D. (Silvernale-Oakleigh)—We are using the description given by Mr. I. W. Johnston in the "House Beautiful" Magazine. We believe this description fits to a "T" to this marvelous dahlia. Is an informal decorative, just naturally big. Blooms from twelve to fourteen inches off the same plant. Seven feet tall and with facing flowers of a lovely rich golden shade. One of the finest centers I have ever seen on a dahlia, which means it will stand lots of pushing. Incidentally, a seedling of Jane Cowl-Bing Crosby. With all its size, a truly beautiful dahlia that will make all the giant informal decorative step. A certificate winner, and on three Honor Rolls. A real dahlia. **Roots \$3.50 Plants \$1.50**

**GOLDEN GOBLIN** (F. D.)—A huge golden ochre with broad thick flat petals that roll back toward the stem, giving it a great depth. **Roots 50c**

**GOLDEN STANDARD** S. C. (Downs)—A dahlia that was very much needed in this class. A very showy variety of large size. Color, a golden tan, blushed with tints of amber and bronze. The blooms are held facing on long stiff stems. Plant averages 6 feet. **Roots \$1.00**

**GRACE CURLING** (S. C. - I. D.)—A charming dahlia of good size. Color, bright lilac with a trace of white at the base of petals, which are cleft, adding interest to the form. Height, 5 feet. **Roots 50c**

**NOTE:** Increasing stock on George Washington.

---

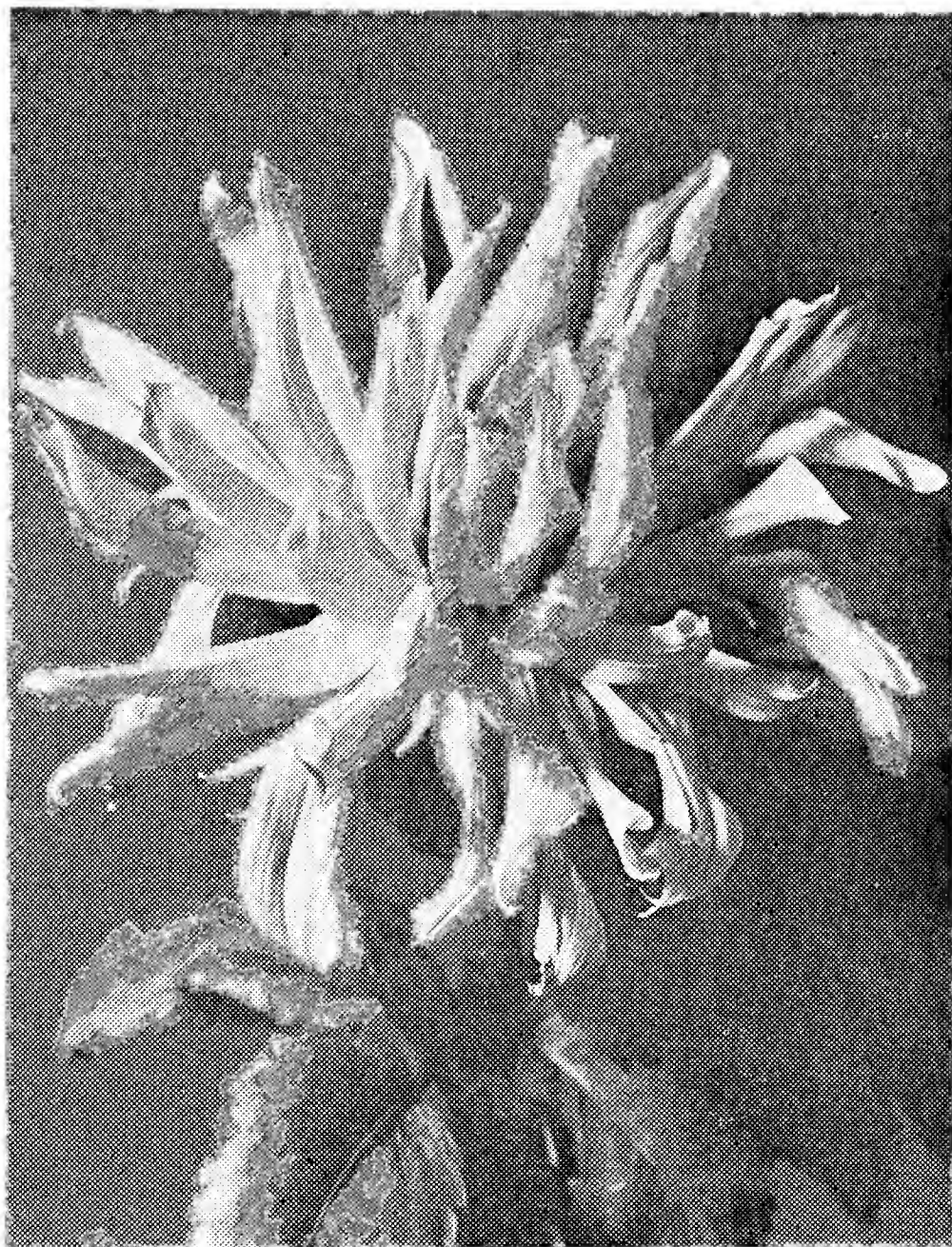
The more you do for the dahlia in the growing season, the more the dahlia will do for you in the blooming season.

---

**GRAND SLAM** (Hulin-Parrella)—Here is the best true to type Semi-Cactus we have ever seen and a color combination all its own, bright rose, citron yellow, and light pink. The 9 to 10 inch blooms are held well on good stems. Winner of three Sweepstakes, five firsts and a special award at four Northwest shows. You can make a **GRAND SLAM** with this beauty. Stock limited. Height, 4½ feet.

**NOTE:** — **GRAND SLAM** is on Mr. Hart's Honor Roll in the "Flower Grower Magazine," Mr. Barron's Review in the "American Home Magazine" and Mr. Eldredge's Review in the "Mid-West Dahlia News."

**Roots \$2.00**



**GRAND SLAM**

**GRETEL** (Bauer) C—Color, a soft fiery red. Fine for exhibiting and cut flower. Best described as a larger and darker Miss Belgium. **Root \$1.25**

**HILLCREST MANDARIN I. F.** (Scott)—Color, Oriental Scarlet, flushed and shading to a golden yellow, with a golden yellow reverse. The petals twist and curl in a most artistic manner, giving the huge flowers size and depth. Height, 5 feet. **Roots 75c**

**HILLCREST SUNSET I. D.**—An immense bloom with great depth. The name is well appropriated. Color, sunset. **Root \$1.00**

**H. R. S. I. D.** (Seal)—The blooms are large and deep. The petals are long and broad, and twist and wave in a most enhancing manner. Color, golden yellow throughout; no other shade or tint. The flowers are held on strong stems, with insect-resistant foliage. Height, about 5 feet. **Roots 75c**

**HUNT'S VELVET WONDER I. D.** (Hunt's-Burnett Bros.)—An Honor Roll dahlia. Another giant of great beauty. Color, bright violet burgundy. Blooms up to 15 inches. Stands erect on a fine stem, and disease resisting foliage. Height, 5 feet. **Roots \$1.25**

---

For best results grow Parrella dahlias.

---

**INCANDESCENT** (Weyer's-Parrella) I. D.—Color, rich rosy buff suffused yellow light old rose. Center, rich old rose, paling to light buff on outside of petals. High centered well formed flowers. Size of bloom from 10 to 13 inches in diameter. Blooms in great profusion. The huge blooms are held facing sideways on cane-like stems, well above the foliage. The plant is an open grower with insect resisting foliage. Incandescent is a Seedling of Jane Cowl, only larger in size and more beautiful in color and formation. Incidentally, this dahlia scored 85 at the East Lansing Trial Ground in 1936. Height of plant 6 feet. **Roots \$3.50 Plant \$1.50**

**INDIANA MOON** (I. D.)—This is truly a giant dahlia with a pleasing combination of color described as flesh ochre with lines of special pink. **Roots 50c**

**INDIAN PRINCESS C.** (Kunzman Dahlia Gardens)—Heavy, exceptionally full blooms, 8 x 4½ inches, of the richest, bright Indian red; strong grower, covered with the immense, sparkling blooms on good stems. The finest of all red cactus dahlias. Height, 5 feet. **Roots \$3.50**

**IRENE ANDERSON** (H. C.)—Huge blooms, often 10 inches across. Rosy, purplish cerise, heavily tipped white good stems. A very attractive Garden Dahlia, and showy exhibition flower. Height, 5½ feet. **Roots 75c**

**IROQUOIS SUNBEAM F. D.** (Toth)—Color of this giant dahlia is delightful blend of salmon shading to rose. Early and prolific bloomer. Fine branching habits, insect-resisting foliage. Plants average 6 feet. **Roots \$1.00**

**IVRA LEE S. C.**—Colour a beautiful ivory, blending to a creamy yellow at base of petals. Blooms are very large, full and have good depth. Long stems hold flowers high above the foliage. **Root \$1.50**

**JANE COWL** (I. D.)—A massive large flower with great depth that is still winning more than its share of prizes. Color, a glistening bronzy buff and gold, blending to a deeper shade at the center. Height, 6 feet. **Roots 25c**

**JANE DEW I. D.**—A magnificent true clear pink dahlia with plenty of substance, and large exhibition blooms. **Root \$1.50**

**JANE ROSS** (Delight U-'35)—A very attractive shade of light purple, almost magenta, good in every way. Fine stems for such large flowers. EXTRA. **Roots 35c**

**JEAN TRIMBEE** (S. C.)—This beautiful dahlia was originated in Canada, and owing to its huge size, color and petal formation, won many prizes here. Color, a rich petunia violet and many blooms close to 12 inches in width and 7 inches in depth. An unusual and outstanding variety that drew plenty of attention. Height, 5½ feet. **Roots 50c**

**JERSEY BEAUTY** (F. D.)—Large pure pink, on long erect stems and still in great demand as a florist flower. Good keeper. Height, 6 feet. **Roots 25c**

**JERSEY BEACON** (F. D.)—The most spectacular of the Jersey family. Color, a bright Chinese scarlet with a buff reflex, giving it a two-toned effect. Height, 4½ feet. **Roots 25c**

---

Once a customer, means you will always be a customer.

---

**JERSEY'S DAINTY** (Incurved Cactus)—One of the best white cactus Dahlias to date, being a free bloomer and a good keeper. Good stiff stems.

Roots 75c

**JESSICA DRAGONETTE** (Semi-Cactus)—Large blooms of buff apricot suffused peach and mauve. The huge flowers have perfect form with beautifully pointed petals. An exceptionally strong grower that gives an abundance of exhibition flowers on real stems.

Roots \$1.00

**JIMMIE FOXX. I. D. (Johnson)**—A spectacular dahlia of giant size; color coppery red tinged with henna. The flowers easily obtain a size of 13 inches in diameter by 8 inch depth and are supported by strong straight stems. The plant is an exceptionally sturdy grower having very heavy foliage.

Roots \$3.00 Plants \$1.50

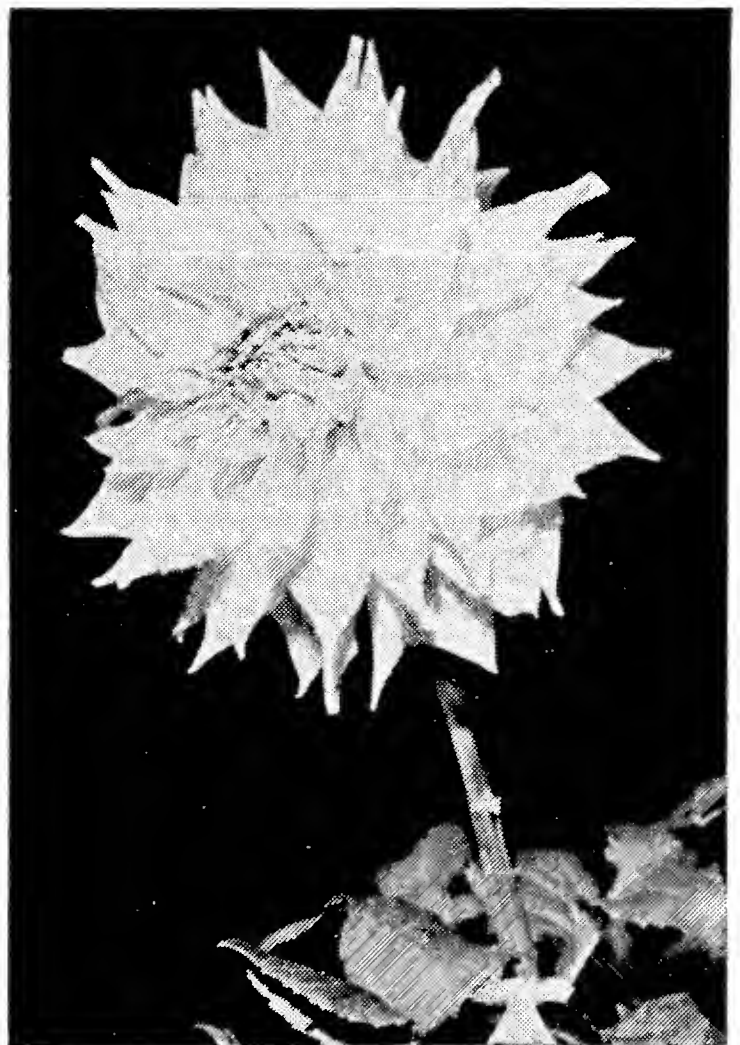
**JIM MOORE** (Loller)—It is distinctive in form and color. The petals are long and regular, rolling back at tips, while the color is a primrose yellow shaded gold and suffused salmon. A good healthy grower. Height, 4 feet. Roots 35c

**J. K. ALEXANDER, JR. I. D. (Alexander)**—Giant blooms of great depth and wonderful formation. Color, a deep scarlet with slight lines of gold on edge towards the tips. It is a large full flower with the petals closely set. They are held facing sideways on long, strong stems, with fine, large, heavy, insect-resistant foliage. Received an Award of Honor at the Georgia Experimental Station. Height, 4 to 5 feet.

Roots 75c

**JOSEPHINE G—S. C. (Grosscross)**—Color is very pleasing true rose pink of a bright shade, soft petals tipped yellow. It makes a wonderful, sturdy bush, with flowers held well above the dense foliage. Height, 4½ feet. Roots 50c

**JULIA IRENE I. D. (Parrella)**—Color, in effect pink but in more details is a rose-pink with pencillings, or streaks, of deep rose. Blooms of immense size with petals flaring wide open and turning to back as the bloom grows older. Stems stiff as cane holding huge bloom facing well above the foliage. Plant, vigorous. Foliage, abundant and healthy. Julia Irene is a grand dahlia in every respect; for size, beauty, and quantity, it cannot be beaten. This is one dahlia that has come to stay. If you want a garden full of beautiful blooms, grow Julia Irene this coming season. Julia Irene is a Seedling of Kathleen Norris, but a finer grower and will produce three times as many blooms as the original parent. We are quoting the exact words received from Mr. D. D. Long of the GEORGIA EXPERIMENTAL STATION, "This variety is especially recommended for trial by those who found the Kathleen Norris variety difficult to grow in their respective garden." Height of plant, 6 to 7 feet. Roots \$3.50 Plants \$1.50



JULIA IRENE

---

**Parrella's Dahlias have proven to be best by test.**

---

**KATIE K. I. D.** (Lakeside Gardens)—A clear pink, of large size on long stems. I think it is the greatest exhibition pink since Kathleen Norris. A certificate winner and it will win for you if you grow it in 1938.

**Roots \$5.00 Plants \$1.75**

**KENTUCKY SUN** (White) F. D.—Probably the greatest yellow formal decorative to date. Winner of American Home Achievement Medal, Louisville, Ky., and on three Honor Rolls. We predict a great future for this fine, rugged variety, and describe it as a naturally large flower with great substance, of a bright golden yellow. Flowers carried well up out of the foliage, on the best of stems. A clean and vigorous grower.

**Roots \$2.00**

**KATHLEEN NORRIS** (I. D.)—Color, a true rose pink, deepening to a mellow pink, but paler in the young central petals. A flower of gigantic proportions. The petals are long, broad, with twisting ends that enhance its beauty. The blooms are held facing on cane-like stems. Height, 4 feet.

**Roots 50c**

**KAWEAH** I. D. (Meussdorfer)—Color, a deep, clear rose cerise, center of petals shading to a rich cardinal, and when fully matured, shades lighter towards the petals to a mauve or orchid color. The blooms are giants and are held facing sideways. Height, 5 feet.

**Roots 75c**

**LAETARE** (Germany) S. C.—This fine variety is a stand out for color, being a most brilliant glowing red tipped yellow; fairly dazzles one.

**Roots \$1.50**

**LELAND STANFORD** (Ballay) I. D.—Bloom 12x5. Brilliant cardinal red, the Stanford University color. The originator claims this is the brightest big red so far. It does not fade in the hot sun. It is an early and free bloomer. Good stems.

**Roots \$2.50**

**LOUISE BATES** S. C. (Cordes-Eastman)—A very spectacular dahlia of immense size. Blooms averaging well over 12 inches across. The color is a beautiful mellow pink, with a phlox purple center. A most prolific bloomer as well as an artistic and grand exhibition dahlia. Height, 5 feet.

**Roots \$1.25**

**MAD RIVER CHIEF** (Mad River Gardens) I. D.—This great Dahlia has been described by many prominent Dahlia growers as "the finest red they have ever seen." A very large exhibition type; color rich velvety carmine red, with a darker center. Perfect, long stems, some of them 48 inches long, with all flowers facing or on top. When cut, this fine Dahlia actually grows in water, and is one of our longest keepers. The only red we know, that is popular with women and men alike.

**Roots \$3.50**

**MARGRACE** I. D. (Bissell)—We take great pride in presenting to you this prize winning dahlia. Color, brilliant scarlet, tipped and striped with gold. In hot weather the gold is not so prominent. It is a very deep flower with an exceptionally fine stem that holds the flower erect to facing.

**Roots \$1.25**

**M. Col** F. D.—A medium size dahlia. A beautiful tri-color flower. Yellow at the center shading to orange with silvery white tips. A fine grower and producer. Size of blooms, 5 to 6 inches in diameter. The blooms are erect on cane-like stems, facing sideways. We believe this dahlia will make a wonderful commercial variety, as the blooms have a fine lasting quality after it is cut. Height of plant, 4 feet.

**Roots \$1.00**

**MASON'S PURPLE BEAUTY** F. D. (Mason)—This lovely dahlia which scored 85 at the East Lansing Trial Ground in 1936, is worth while to be planted in the best of Gardens. Color, purple, reverse whitish or silvery streaked. A prolific bloomer and an exceptionally fine grower. Blooms average from 9 to 10 inches. Height, 5½ feet.

**Roots \$2.00 Plants \$1.00**

**MAY ROBSON S. C.** (Chappaqua)—Here is a dahlia of real charm. A beautifully formed flower of clear bright pink, brighter in tone than Kathleen Norris. A true semi-cactus, with straight stem, holds the flowers erect and facing. Very sturdy bush. Height 5 feet. **Roots \$1.50**

**MILTON J. CROSS, ID** (ge-h)—B. This is one of the best dahlias recently introduced. The huge blooms are clear gold shading to orange buff on the outer half of the petals. The stems are unequalled. Plants grow vigorously. **Roots \$1.50**

**MISS BELGIUM S. C.**—Not a large flower but possessed of great beauty. Perfect cactus type of bright orange. Winner of Silver Challenge Cup in Holland for the best foreign novelty. Height, 4 feet. **Roots \$1.00**

**MISS OHIO** Incurved Cactus (Frank's Dahlia Gardens)—Color, Lilac Rose. It is an easy grower, early bloomer, good root maker and seed producer. This variety is good for exhibition as well as cutting. Winner of many prizes. Height, 4 feet. **Roots \$2.50**

**MISS LONG ISLAND I. D.** (Jeffords-Parrella)—A tall grower with splendid habits and a very attractive plant. The color is bright watermelon pink. Some of the petals show tips of silver. It is a bright sparkling color and a very pleasing clean cut flower. Unusual disease and insect-resistant foliage. Height, 6 to 7 feet. **Roots \$1.00**

**MISS OAKLAND** (Oakleigh-Lake-side) F. D.—Grow this pure white, formal decorative dahlia next year. Thrill to the joy of A NEW CHAMPION. Grown and tested during the past 4 years by scores of reputable amateur and commercial growers from coast to coast. Under all climatic conditions it has been unusually successful, both in the garden and on the exhibition table. A prolific bloomer. Perfectly formed flowers 7-9 inches in diameter by disbudding, or 5-7 inches if grown naturally. Stems, 12-30 inches long, holding the blooms in an erect facing position. Unexcelled for cut flower or exhibition, with full-centered blooms, always. Plant growth, healthy, vigorous, insect resisting foliage.

**Roots \$2.50 Plants \$1.00**

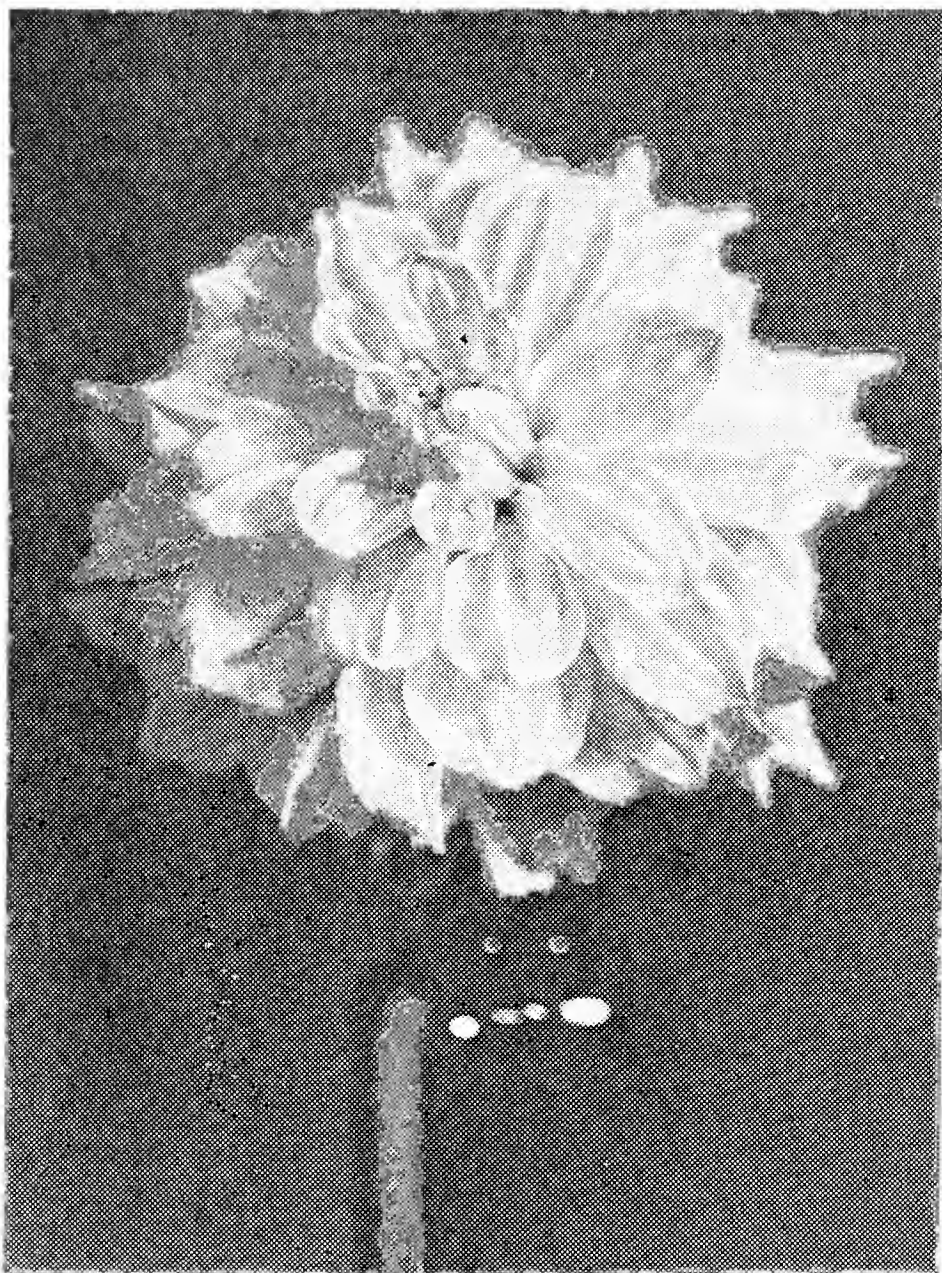


MISS OAKLAND

---

If you have tried to grow dahlias once and failed, try again.

---



MOON-GLO

**MOON-GLO F. D.** (Parrella-Hulin)—Color lemon yellow. High center which gives it a distinct glow. A few occasional petals show a white streak along the edge which disappears as the bloom opens. A large flower on cane-like stems. An open bush and insect-resisting foliage, has all the good points of a fine dahlia. On Mr. Johnston's Revue in "House Beautiful" Magazine. Height, 4½ feet.

**Roots \$1.50**

**MONARCH OF THE EAST** (Almy) I. D.—A giant flower of mustard yellow with an apricot suffusion, with good stem and a fine foliage. Certificate winner, and an Honor Roll variety. **Root \$5.00 Plant \$2.50**

**MRS. GEORGE LE BOUTILLIER I. D.** (Smith-Ruschmohr)—Color, deep crimson. The blooms are exceptionally large and are held erect on long stems. Height, 4½ feet. **Roots \$1.00**

**MRS. G. M. MIDDLETON I. D.** (Hall)—Very dark oxblood red of pleasing formation. The blooms are large and the petals are very wavy. Height, 4 feet. **Roots \$1.00**

**MRS. JAMES ROOSEVELT**, Note: See description and photo on back cover.

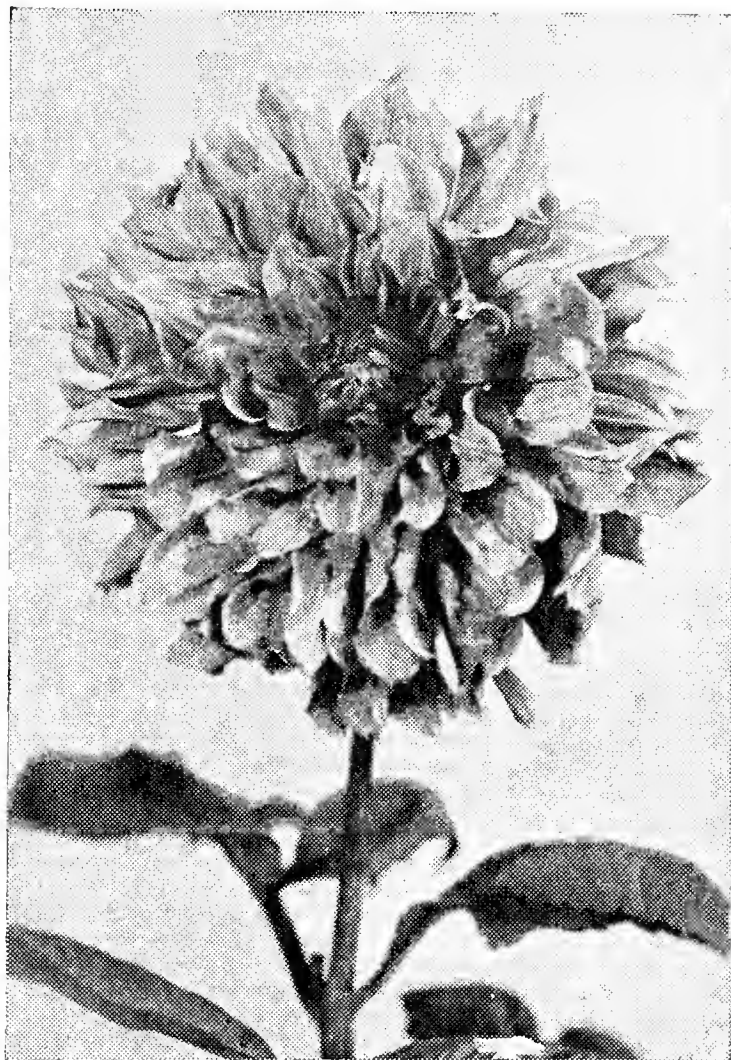
**MRS. J. K. ALEXANDER**—The best clear butter-cup yellow dahlia ever introduced. A 12-14 inch flower, free flowering, long stems, and is a REAL dahlia, a noble flower. Height, 4 feet. **Roots \$1.00**

**MURPHY'S MASTERPIECE I. D.** (Murphy)—This is a true gigantic dahlia and a real prize winner. Color, dark red that never burns in the hottest sun. Flowers are erect on cane-like stems. If you want to win at the Show, do not overlook this one. Height, 5 feet. **Roots \$2.00 Plants \$1.00**

**MRS. B. E. BURHELD "Australia"**

(Parrella) I. D.—Light flock purple, reverse streaked white petals very twisted, cerated tips. A large dahlia of exceptional beauty with good depth. Blooms average 10 inches or more facing on best of stem. An open grower and free bloomer. Good branching habits and fine foliage, height of plant 6 ft.

Roots \$7.50      Plants \$2.50



MRS. B. E. BURHELD

**MRS. W. F. LORD F. D. (Pike-Parrella)**—A grand dahlia from Canada. Color, a bright gold with tints of peach pink on reverse. Gold deepens to a golden orange to the center of the flower. This marvelous dahlia started its prize winning career in 1933 and continued in 1934, when it won the "Morley Mackenzie Cup" for the best seedling at the Toronto East Dahlia Society Exhibition. Also won as largest and best bloom at the 1934 Scarborough Show.

Roots \$2.50

**MRS. C. E. WILDON F. D. (Dixie Gardens)**—Color, Scarlet red, orange reverse, 6 x 10, heavy, leathery, foliage, and prolific. Good stems, bush 4 feet. On Mr. Barron's Honor Roll. Scored 86.6 at East Lansing in 1937.

Roots \$5.00

**MRS. WILLIAM S. KNUDSEN I. D. (Dixie Gardens)**—Color, pure white, 6 to 7 feet. Heavy insect resisting foliage. Bloom 10 x 12 x 7. On Mr. Barron's Honor Roll and won many prizes in undisseminated class. Scored 85.

Roots \$5.00

**MRS. G. W. HUTCHINSON "Australia" (Parrella)**—Straight Cactus, with the back petals falling down so as to give a complete ball contour to the flower. Pure rich chrome throughout. Very little fading. A very beautiful dahlia in color and form while it is very large in size it doesn't detract from its beauty. We predict a very bright future for this unusual dahlia. Blooms are borne on very fine stems. An early and free bloomer with light green insect resisting foliage. Height of plant 4 to 5 feet.

Roots \$5.00      Plant \$2.50

**MYRA HOWARD I. D.**—The color of this dahlia being a glowing combination of saffron yellow and gold with tints of salmon. The entire effect being ochreous orange. A wonderful plant and thrifty grower, producing giant blooms freely on long rigid stems. Height, 6 feet.

Roots 50c

---

**My tubers are not forced, but grown in heavy soil.**

---

**ORIENTAL BEAUTY (S. C.)**—This is a true pink dahlia. A good sized flower on a fine stem, and very artistically formed. The petals gracefully curl and twist, making this flower very attractive and desirable. Height, 5 feet.  
**Roots 50c**

**OAKLEIGH MONARCH F. D. (Oakleigh Gardens)**—It is bright cerise red color—quite unlike any other introduction of recent years, and the keeping qualities, for such a large Dahlia, are remarkable. By actual test, blooms of Oakleigh Monarch have kept for seven to ten days in perfect condition after it is cut. Oakleigh Monarch scored 86.9 at East Lansing, and we recommend this dahlia very highly for its fine performing qualities. Height, 5 feet.  
**Roots \$1.00**

**ORCHID QUEEN (Chappaqua) Informal Decorative**—Blooms of rich orchid-pink of great size and beauty. They are held erect on perfect stems. They are huge in size, heavily petaled, and of great depth. Flowers normally grow 10 to 12 inches on bushes 5 to 6 feet high. Clean open growth, with blooms held well out of the foliage.  
**Roots \$1.00**

**ORINDA (Frazier) I. D.**—Roseline purple, or deep orchid. Bushes are very rugged. Flowers are very large.  
**Roots 50c**

**ORIENTAL GLORY I. F. (Swartz)**—Color is cadmium orange, overlaid with scarlet; center and reverse heavily shaded scarlet, a truly beautiful color. The flowers which are large and of great depth, are held on strong stems, and in great profusion, well above the robust bush that averages about 5 feet.  
**Roots 75c**

**PALO ALTO (S. C.)**—A real giant, the color of which is clear, bright salmon, shading towards gold at the center. Stems tall and straight. Flowers are of good substance with uniform, full centers. Well recommended as a winner.  
**Roots 75c**

**PHYLLIS KNIGHT (FitzGerald-Parrella) I. D.**—A dahlia of gigantic size 12 to 15 inch bloom, unusual color, the beauty is not only in its size, but also its color. It is a salmon and rose pink. The giant blooms are borne on cane like stem, blooms facing. Has fine growing habits, an open grower with dark green foliage, insect resisting. Height of plant 5 to 6 feet. This dahlia took many prizes this past season.  
**Roots \$5.00 Plant \$2.00**

**PRACHTKERL (Semi-Cac.)**—Color, Empire yellow, with long, broad petals that curl and twist in a most enhancing manner to give the huge blooms great depth. They are held facing sideways, high and well above the heavy insect-resistant foliage, on long stems. Height, 4 feet.  
**Roots \$1.50**

**PRIDE OF SHADOWBROOK (Roy-Chappaqua Gardens) S. C.**—A true exhibition type of rare coloring; salmon rose going to rich canary yellow at the center. Blooms are uniformly large and have a perfect center throughout the season. Early and free flowering. Blooms are held facing in an ideal position. A tall grower, extra long stems, most luxuriant foliage. A distinct novelty that will be in great demand when it becomes known. In type of Amelia Earhart, but larger. On Mr. Barron's Honor Roll.  
**Roots \$5.00 Plants \$2.00**

**OMAR KHAYYAM (F. D.)**—This much admired giant. Color, a Chinese red, at the base of petals and shading to a bright orange and tipped lighter, giving the huge blooms a wonderful soft color effect. Height, 5 to 6 feet.  
**Roots 50c**

**PINK DAILY MAIL, I. D.**—The color is cyclamen pink. Reported to be a clean, vigorous grower of excellent habits.  
**Roots \$1.00**

---

**The Marvelous Dahlia is Not Only a Man's Flower—A Lady's as Well.**

---

**PRINCE OF PERSIA** (I. D.)—A very striking bright red exhibition dahlia of the most iridescent rich glowing crimson, the petals of which are of great depth and substance, making an unusually deep and attractive flower. Height, 5 feet. **Roots 50c**

**PURPLE MIST** (Emmons) F. D.—A medium tall grower producing excellent large flowers of velvety rich reddish purple. Stems and plant growth the best. One of the good ones. **Roots \$3.00**

**PASTEL GLOW** (I. D.)—Color, white with mellow purple reverse, which shows through giving a glow of orchid-violet iridescence. The large size blooms are erect on fine stems. This is one dahlia that shouldn't be overlooked. An Honor Roll dahlia. Height, 4 feet. **Roots 50c**

**RENATE MULLER** Incurved Cactus (Germany)—One of the finest to date; large flowers on the best of stems. Color bright rose with pale yellow center. Height, 4 feet. **Roots \$1.25**

**RED SUNSET**—Informal Decorative; very bright vivid Chinese scarlet; long stems and healthy grower. Beautiful foliage. We have never grown so large a red dahlia except Satan. Received a Certificate of Merit at A.D.S. Trial grounds. East Lansing, Mich. Score 85 E. **Roots \$5.00 Plants \$2.50**  
The above is an exhibition dahlia.

**ROBERT EMMETT** I. D. (Maroney-Dahliadel)—This grand dahlia is a cardinal red, with a velvet texture; the flowers are of good size and are held facing sideways on best of long stems. Height, 4 feet. **Roots \$1.00**

**ROBERT L. RIPLEY** I. D. (Salem)—Rhodamine purple with rose suffusions throughout the entire bloom. This dahlia is of immense size on a strong stem. Has been grown 16 x 12 inches. Many first prizes at both National Shows, Chicago and other exhibitions. Created a sensation wherever shown. Will develop a full flower from a cut bud not even showing color. "Believe It Or Not." **Plants only \$2.50**

**ROCKLEIGH MOON**, F. D. (Taylor)—Light lemon yellow of medium size on bushes that are very vigorous. The stems are stiff and the blooms keep well. **Roots 50c**

**ROSE FALLON** F. D.—A huge bloom of orange amber. Good grower and fine producer. **Root 25c**

**ROYAL PURCHASE** I. C. (Nunneville)—Color, a deep straw yellow; outer petals suffused pink. The petals are long and slender, twist and turn, giving the huge flowers a most pleasing effect. The blooms average 10 inches and over and are held facing sideways on very long, straight, stiff stems, a great exhibition dahlia. Height, 5 feet. **Roots \$2.50**

**RUBY TAYLOR**, I. D. (Garritty)—Deep large flowers of velvety carmine are a general favorite with all. The bushes are strong growers about five feet. Stems always good. **Roots \$1.00**

**RUDOLF'S GIANT** Inf. D.—Bright buff-apricot. This dahlia is signified by its name. While the bush is not a tall grower, it produces excellent foliage and good stiff stems. The flower in addition to having width has depth and the centers are tight and compact. **Root \$5.00 Plant \$1.50**



ROYAL ROBE

**ROYAL ROBE I. D. (Sigismondi-Parrella)**

—Color, rich royal purple. The reverse shows a definite silver shading that in no sense is a faded color, but gives the purple a clear brightness. The huge blossoms are borne on long and cane-like stems which never droop. This is a seedling of Jane Cowl, and like the original parent, it is a tall growing bush with a fine foliage, insect-resisting. This particular variety never shows a center. Height, 5 feet.

**Roots \$1.25**

**RUTH DENNING, (Cox-Parrella)**—Formal Bi-Color. White tipped with rich rosy crimson about one-fifth to one-quarter of the petal. A bright lively flower, the older petals take on an entire pale rose flush. Blooms average 8 inches to 9 inches and very attractive. A free and prolific bloomer, good stem and foliage. Height of plant 4 ft. On Mr. Barron's Honor Roll.

**Roots \$5.00    Plants \$2.00**

**SALEM PRIDE (F. D.)**—Color, reddish violet, suffused, streaked and lightly tipped white. Try and picture a dahlia with this coloring. Blooms up to 10 inches

**Roots 35c**

**SARAH JANE I. D. (Galvin)**—A fine clear yellow dahlia. A 9 inch, well formed flower on cane-like stem. The petals are mitered and curved at the tips, giving this flower a very artistic appearance. Height, 5 feet.

**Roots \$1.25**

**SATAN (S. C.)**—Here is one that should be in every garden. Color, a flaming red with a slight touch of gold at the center. The exquisite coloring is at once fascinating, but what formation and stems! The blooms regularly measure from 10 to 12 inches in diameter Height, 5 to 6 feet.

**Roots 75c**

**SCARLET ELEGANCE C.**—A good size scarlet flower with fine stem, good foliage, and a prolific bloomer.

**Root \$1.00**

**SHAHRAZAD (I. D.)**—Described by the originators as a deep pink Jane Cowl, and early and very prolific bloomer. The blooms are of great size and substance as well as depth. The large blooms are held erect on long, strong cane-like stems. Height, 5 feet.

**Roots 50c**

**SHELDON LOUISE (Boender-Parrella) I. D.**—A very pleasing shade of dark cherry red, a shade between Man O'War and Oakleigh Monarch. Blooms average 10 to 12 inches on very fine stem, and is very attractive and beautiful. This dahlia has perfect growing habits with fine foliage. Won First Prize in Boston in 1936 as well as a Special Gold Medal there.

**Roots \$3.50**

---

## WHY NOT TRY A FEW POMPONS FOR A TABLE DECORATION?

---

**SNOW CAP F. D. (Fraser)** A very fine white with just a little cream cast. Centers are always full and deep. Strong stem and good cut flower. Height, 5 feet.  
Roots 50c

**SONNY BOY I. D. (Nunneville)**—This giant dahlia is of old rose, slightly striped and tinged old gold, and attains great size in the open field, and we can highly recommend it as a very hardy variety. The huge blooms, which are also of great depth, are held facing sideways on long sturdy stems. Height, about 4 feet.  
Roots 75c

**SON OF SATAN Inf. D. (Slocum)**—One of the largest and brightest of its type. Intense flame red on excellent stems. Blooms up to twelve inches in diameter. A sensation in any garden, and a winner in any show.  
Roots \$2.50 Plants \$1.25

**SPOTLIGHT (Hulin)**—A new Informal Decorative of a most delightful color. Sulphur yellow shading, lighter at the tips and nearly white reverse. Petals curl in a most pleasing and fascinating manner. Winner of American Home Achievement Medal at Seattle in a strong class, also at the show of the Washington State Dahlia Society of Tacoma. It won first and sweepstakes. Height, 4 feet.  
Roots 75c

**STAR OF BETHLEHEM (S. C.)**—Flowers are pure white with fine pointed petals, with a large, high tight center. The blooms are large and of good depth. The bush is always covered with blooms which have the shape and appearance of huge stars. Height, 4½ feet.  
Roots 50c

**SULTAN OF HILLCREST F. D. (Scott)**—A large flower of unique form, color, lemon yellow, with reverse of rosy pink, the outer petals recurving towards the stems, giving the flower an unusual color effect. The huge flowers are held on good, strong stems. Height, 4½ feet.  
Roots \$1.00

**SUNRAYS (Wells-Ruschmohr) I. D.**—Buff with apricot suffusion. Huge flowers on long stiff stems. American Home Achievement Medal, and scored 87 at West Virginia Trial Garden. A real fine dahlia. Plants only \$2.50

**THE FIREMAN I. D. (Success)**—A striking cardinal red, with golden flushes and golden tips. The petals are long and wavy, and twist gracefully near the tips. The flowers are large and are held facing sideways on long, stiff, stems. Height, about 6 feet.  
Roots 75c

**THOMAS EDISON (F. D.)**—A gorgeous royal purple dahlia with a sheen of velvet. The flower is of staghorn formation which adds greatly to its beauty. Blooms with great profusion from early to late.  
Roots 35c

**TOM BLACKWOOD I. D.**—An orange red giant. Plant a vigorous grower, with good stem and fine foliage.  
Root \$3.00

**TOWER'S EMPIRE I. D. (Tower-Parrella)**—Immense blossoms of a clear gold with a deep amber shading at the center, on the best of stems. Blossoms can be grown to a very large diameter. This variety has a wonderful branching habit. Height of plants average about 8 feet. Unusual and insect-resisting foliage. This dahlia deserves a place in the best of gardens.  
Roots \$1.00

**VIN WELL BITTERSWEET**  
(Blamer-Parrella-Hulin) I. D.

—Coppery red laid over amber. A dahlia with an entirely new color and a perfect formation with huge blooms and great depth on the best of stems. A free and prolific bloomer and insect resisting foliage. Height of plant from 4 to 5 feet. We recommend this dahlia highly. Vin Well Bittersweet not only received several Blue Ribbons at the Wellston Show in Seedling class as well as color class, but also is on Mr. Johnston's Honor Roll in HOUSE BEAUTIFUL, and Mr. Barron's Honor Roll in THE FLOWER GROWER Magazine. Very much admired at our Gardens. (An excerpt from Reverend E. B. Moyer of Parkersburg, West Virginia.) Now we come to Vin Well Bittersweet, Mr. Parrella you have some flower there. This morning we took two blooms from that plant each nine inches across, excellent stems, as fine foliage as any dahlia could have, and the color is new and very pleasing and satisfying. It is a true Bittersweet, that is more pronounced and lovely under light. Dr. Crooks and myself are both greatly delighted with it.



VIN WELL BITTERSWEET

Roots \$7.50 Plants \$2.50

**VIN WELL BLUEBIRD** (Blamer-Parrella)—Formal Decorative—10x5—5 foot bush. A large blue purple which can be grown very large for exhibition or grown commercially is very prolific. 12 to 15 seven inch bloom not unusual. Stem straight and strong. Never tips. Roots 75c

**VIN WELL FAIRY** I. D. (Blamer)—Color, a pure white and one of the best white dahlias we have grown. This particular variety stands all kinds of abuse of the elements, and especially the hot weather. It does not bruise or burn. Size of blossom averages 8 x 4 inches. Height 5 feet.

Roots 50c

**VIN WELL PRINCESS** (Blamer-Parrella) F. D.—A large deep full flower held on cane-like stems above a healthy rugged bush. The color is unusual as near as we can see it without the aid of technical charts. Color is a lilac pink, overcast with a transparent sky blue sheen. A very beautiful dahlia that will lend pep to the Autumn shades. An early and prolific bloomer, fine lasting qualities. Blooms are of large size and keep well after it is cut. Height of plant 6 feet.

Roots \$2.50

**VIN WELL ROYALIST**, (Blamer-Parrella-Hulin)—An Informal Decorative with a definitely twisted petal, deep lavender purple tending to violet; definitely violet-purple in the center. Blooms average 12 inches or better, with great depth, facing on fine stem. A fine grower and free bloomer. Winner of several Blue Ribbons at the different Shows, height of plant 5 to 6 feet.

Roots \$5.00 Plants \$2.00

---

No business transaction is complete without both parties becoming satisfied.

---

**VIN WELL TITIAN I. D.** (Blamer-Parrella)—Color, autumn; technical color description. Lemon-yellow, lightly tinted coral red, reverse more heavily tinted. Flowering habit, very good. Date of first bloom, August 5th. Substance, good. Stem, 4¼-16¼ inches, strong, stiff, somewhat bowed; flowers half facing. Habit of plant, strong, vigorous, heavily branching. Health, excellent. Diameter of flower, 7½-11 inches; depth, 3½-5¼ inches. Height, of plant, 4½-5½ feet; spread, 2½-4 feet. (A very large flower.) **Roots \$1.50**

**WATCHUNG GIANT** (Smith) I. D.—Color, deep amber yellow suffused orange carmine. One of the best of the 1937 Introductions. The blooms are not only large, but also beautiful. **Root \$3.00 Plant \$1.00**

**WHITE WONDER** (I. D.)—Bloom, 11x7. A pure white dahlia. The giant blooms are well formed with long pointed, twisted and curled petals. Gives the flower a light fluffy appearance. This dahlia comes to us as a cross of Fort Monmouth and Ida Perkins. On Mr. Hart's Honor Roll. Height, 5 feet. **Roots 50c**

**WAYVILLE BEAUTY** (F. D.)—Pure white blossoms of medium large size and great depth. An unusually fine commercial dahlia and is outstanding also for the garden and for exhibition. The plants are of an open, branching growth with long, stiff and easily disbudded stems. Flowers profusely. **Roots \$2.50**

**W. J. IRWIN** (I. D.)—Color, deep pink. Immense flower on cane-like stem. A wonderful producer. Height, 3½ feet. **Roots 25c**

**WENOKA F. D.** (Hulin-Parrella)—A huge decorative of a solid Rosy Mauve or deep Magenta. This is the flower that caused such a sensation at East Lansing Trial Gardens where it won a Certificate with a score of 88. **Roots \$1.50**

**YOUTH I. D.** (Parrella-Hulin)—A gorgeous Bi-Color of medium size. Color, American beauty, shading to magenta toward the center, tipped white. Outstanding in every respect, unusual formation and resembles a water lily. A fine commercial variety, has a wonderful keeping quality. **Roots \$1.50**

**ZANTHIC** (Mountford) I.D.—A grand dahlia from South Australia. May be grown twelve inches. The long, broad petals, with pointed tips, have excellent texture, and the center is good. The colour is lemon yellow throughout, and a glistening sheen radiates from the flower. The long, stiff cane stem carries the flower facing at a nice angle well above a bush of robust habit. We recommend this dahlia very highly. **Plants only \$3.50**

## SPECIAL COLLECTION OFFER

As an introduction of my stock these offers are all special, and all made up from A No. 1 Stock. No substitute, but I reserve the right to refund you the money back if I am sold out. First come, first served! One healthy root each of the following:

**Collection No. 1**—Julia Irene; Kentucky Sun; Mrs. Geo. Le Bouttelier; Towers Empire; Vin Well Princess; Vin Well Argonaut.  
A \$12.00 value shipped prepaid for \$5.00

**Collection No. 2**—Adorable, Daisy Turnquist, Entrups Sultan, Kemps White Wonder, Mars Orchid, Miss Long Island, Pres. F. D. Roosevelt, R. A. Broomfield, Vin Well Titian, Youth.  
A \$10.00 value shipped prepaid for \$3.50

**Collection No. 3**—Chemars Masterpiece, Commodore, Dorothy Stone, Edw. T. Bedford, Emanuels Beauty, Jane Cowl, Lincoln G. Dickey, White Wonder, Carolyn Ball and Mars Sunrise.

A \$2.50 to \$4.00 value for \$1.50 prepaid.

**Collection No. 4**—1 root of 12 different varieties—all large—all labelled, our selection and value from \$4 to \$10 prepaid for \$2.00

## EXTRA SPECIAL

### Collection No. 5 (a)

One root each of the following:

American Purity.....	\$5.00
Dahlia Craft.....	5.00
Incandescent .....	3.50
Mason's Purple Beauty.....	2.00
Monarch of the East.....	5.00
Mrs. Wm. S. Knudsen.....	5.00
\$25.00 value for \$13.00	

### Collection No. 6 (a)

One plant each of the following:

Ada Hoffman .....	\$2.50
Director Marshall A. Howe.....	3.33
Phyllis Knight .....	2.00
Darcy Sainsbury .....	1.50
Discovery .....	1.50
Monarch of the East.....	2.50
\$13.33 vaue for \$8.00	

## EXHIBITION POMPON DAHLIAS

CECIL—Red

DAINTY MISS—White with an over-cast of pink.

HAZEL DELL—Rosy pink.

HELEN ANITA — Lavender white center.

IROQUOIS FLAME—Red

LITTLE BELLE — White overcast

LITTLE EDITH—Bronze.

LITTLE HERMAN—Red and white.

MORNING MIST—White with rosy lavender at center.

ORANGE DROP—Deep orange.

YELLOW GEM—Yellow.

ZOE—Yellow.  
with lavender.

All the above roots are (50c) each, with the exception of ORANGE DROP which is (\$1.00) per root. The entire collection for (\$4.00).

## BALL DAHLIAS

A. D. LIVONI—Soft pink.	MRS. C. D. ANDERSON — Rich
CAROLYN BALL—Clear pink.	purple crimson.
JAMES VICK—Purple crimson.	PEACHERINO—Coral pink.
J. C. D.—Red and purple bi-color.	ROBERT BROOMFIELD—White.
MAUD ADAM—Clear shell pink.	STORM KING—White.
VIVIAN WHITE—Edged rose velvet.	

The above ten varieties at 50c each, with the exception of Peacherino which is one dollar per root. The entire collection for (\$4.00).

## SINGLE DAHLIAS

UNION JACK—Red and White... .50	KITTY—Light pink.....\$ .75
FRAGRANCE, Red, edged white .50	TANGO CENTURY—Orange
FUJI SAN—Gold, with red color at	and Gold ..... .50
base ..... .75	YELLOW DOG WOOD—Yellow .75

GRANITE FALLS—An exceptional beautiful collarette. We recommend this dahlia very highly. The flowers are light red with a yellow collar.

Roots 75c

The entire collection of Single and Collarette for \$3.50

## MINIATURE DAHLIAS

BABY ROYAL S. C.—Salmon pink. Root 50c

BISHOP OF LLANDORF (Duplex)—Red, plant very unusual, foliage almost black. Root 50c

COURONNE F. F.—White. Root 50c

KISS ME M. I. D.—Red and White bi-color. Root 50c

LADY MARY HOPE M. I. D.—Amber and White. Root 50c

LITTLE PAL Min. F. D.—2½ x 1½—Bush 2½ feet. Color, yellow base, heavily overlaid rose, tipped deeper rose. Flower assumes rose two tone effect when viewed at a little distance. Prolific bloomer on excellent stems. Roots \$1.50

LITTLE SNOW QUEEN C.—White. Root 50c

ORCHID LADY M. F. D.—Exceptionally formed. Orchid pink. Root 50c

PRINCESS ELIZABETH M. C.—Color, cherry red. A flower about two inches in diameter, very uniformed and beautiful. We recommend this one very highly. Root \$1.50

SYLVIA F. D.—Scarlet red—one tone. Very good. Root \$1.50

WINE DROP M. D. (Kanouse)—A lovely little wine colored flower of about 2 inches on wonderful stems. The centers never open and keep extra well as a cut flower. Root 75c

ZEE Min. Ball 2½ x 2—Bush 4 feet. Color straw yellow, tipped and overlaid bronzy lavender, giving flower a rich chrome appearance. Long bare stems, and a wonderful bloomer. Roots \$1.50

Collection: One root each of the 12 Miniatures—\$10.25 value for \$7.50.

---

To avoid disappointment order early. Stock limited on some varieties.

---

## "SUPER DAHLIA SEED"

Have you been looking for an outstanding dahlia, that you would like to name after yourself, or some beloved friend? If you have, then I have the seed from which these beauties can be raised, as can be attested to by the many visitors to my gardens the past season.

My seed is hand picked and selected from over 300 varieties of Honor Roll dahlias, in my gardens, and it is for this reason, and this reason only, that I can give the following GUARANTEE, that more than 50% of these will show full, double and tight centers, and that among these you will get some that are as good, if not better, than any outstanding variety you have in your garden, no matter what they are.

50 Seeds \$3.00 Net

100 Seeds \$5.00 Net

Member of



AMERICAN DAHLIA SOCIETY,  
DAHLIA SOCIETY OF MICHIGAN,  
DAHLIA SOCIETY OF VIRGINIA,  
CANADIAN DAHLIA SOCIETY, and  
OHIO DAHLIA SOCIETY.

TO GROW BETTER DAHLIAS  
JOIN THE

AMERICAN DAHLIA SOCIETY  
THIS IS ONE OF THE BEST  
INVESTMENTS

For more information regard-  
ing a subscription write to the  
Secretary of the A. D. S., Mr. C.  
Louis Alling, 251 Court Street,  
West Haven, Conn.

## JUST A FEW OF OUR MANY TESTIMONIALS

Gentlemen:

Several years ago while living in Pawtucket, Rhode Island, I purchased from Albert Parrella, (I suppose that means you) a package of Chrysopocan Seed. I raised some handsome flowers and saved enough to plant a township, but in moving out into the country, the seed was lost. Have you a small package of seed on hand?

Yours Very Truly,

North Attleboro, Mass.

E. A. K.  
Emerson, New Jersey.

Dear Mr. Parrella:

Received the dahlias Saturday, and thank you for those fine roots. You surely do not spare expenses and work to satisfy your customers, and credit for real service is what you deserve, and I will recommend you when and where I can.

Yours Sincerely,

M. S.

---

## DAHLIAS IS A WONDERFUL HOBBY, IT KEEPS YOU OUTDOORS

---

Abington, Penna.

Dear Sir:

I want to tell you that I do appreciate your square dealing, also the quality of the roots sent me in the past. I have never seen better than Kaweah, Trimbee, Jane Ross, and others received from you, and hope to be able to continue doing business with such a 'square shooter.' Success to you.

J. S. L.

San Leandro, California.

Dear Mr. Parrella:

I wish to inform you that I have grown this year, Mr. Frank W. Galloway's Min. cactus, "The Little Colonel" with great satisfaction, the color is brilliant, stems long profuse bloomer. Little Nell is also a beauty. I have raised dahlias for nearly 50 years, and I feel that Mr. Galloway has in the above dahlias something extra fine.

DOCTOR L. MICHAEL.

Devon Penna.

Dear Sir:

The dahlia plants ordered from you arrived yesterday in good condition, and I want to thank you for the extra one.

Yours Very Truly,

J. P. C. G.

Passaic, New Jersey.

Dear Sir:

The dahlia tubers arrived in fine shape, and I am very much pleased with the quality of tubers you sent me, and am sure they will make a fine showing this season. Also wish to thank you for the extra tuber you sent. Will be over to see your place in early September, and will pick out some new stock for next season.

Yours Truly,

W. F.

November 7th, 1938.

A partial comment received from Professor R. G. Huey, of Paintsville, Kentucky:

DARCY SAINSBURY has been very fine for me, winning a blue at the Ohio valley show in Cincinnati.

PHYLLIS KNIGHT one of the largest flowers I have grown and has plenty of refinement for one so large, I found that light shade as some as the color begins to show improves the show quality.

MRS. STEWART looks to be one of the good ones in this color, a good bloomer and a good plant.

Lubbock, Texas.

Gentlemen:

I have received the dahlia bulbs I ordered from you, and they were in good condition. I want to thank you very much for the two extra bulbs you sent me, they are both so nice.

Very Truly Yours,

M. F. S.

Chicago, Illinois.

Dear Sir:

I am writing to you to let you know how I got along with the dahlia seeds from you. They were very beautiful. The smallest was 4 ft., and the tallest was 9 ft. high. I really was surprised at them. The flowers were the same size as those from the roots, some of them were even larger. The roots were large also, you could make four or five out of one. I also had quite a few colors, but they were all light, none of them were dark. I am greatly pleased with them, and even more than satisfied.

Sincerely Yours,

M. B.

Elizabeth, New Jersey.

Dear Mr. Parrella:

The bulbs were received in good condition, and wish to thank you for prompt attention. I hope to see you later and look over your stock again. Best wishes.

W. A. L.

Clearfield, Penna.

Dear Sir:

Please send me your 1939 Catalogue. The dahlia seeds purchased from you last year did exceptionally well. I grew thirty three large stalks from the fifty seeds. One pink in particular seemed exceptionally fine both in color and keeping qualities. I am saving over eight clumps which give considerable.

Respectfully Yours,

I. U.

Oneonta, New York.

Dear Sir:

Both the dahlia plants, and roots, have been received. Excellent plants, splendidly packed. Thank you for the gift enclosed.

Very truly,

I. S.

In conclusion, we want to thank all our customers, for their fine testimonials. We only regret that space won't permit us to publish all of them. Nevertheless, we want our customers to know we surely appreciate them.

ALBERT PARRELLA

# ORDER BLANK

# PARRELLA DAHLIA GARDENS

3380 ELY AVENUE

BRONX, N. Y.

Tel. EStabrook 8-3490

Mr.

Mrs.

Name Miss \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**When Wanted** \_\_\_\_\_

Ship Via \_\_\_\_\_ Amt. Enclosed \_\_\_\_\_

[illegible]

Please make Check or Money Order payable to Albert Parrella

## CHRYSTOPCAN THE BEAUTIFUL FLOWER

### SEEDS

#### Combination Package 50c

Special combination consisting of the double amount of seed, and varieties, \$1.00.

The CHRYSTOPCAN is a very robust plant and grows on the style of a dwarf dahlia plant, but does not need any stake to support it.

CHRYSTOPCANS begin to bloom about June 15th and keep on sending out beautiful blooms until the latter part of July.



This picture shows a chrysopopcan plant in bloom. Note the sturdiness and vigor of this plant, also the stem that holds the flowers erect. Note the size and shape of flowers on plant, which was 4 feet high, also the foliage.

### CHRYSTOPCAN DESCRIPTION

Twelve years of careful cultivation has been necessary to bring this beautiful flower to its present high state of perfection. The word beautiful does not describe it. One must see it bloom to really appreciate its rare beauty. Your imagination would need to run riot to gain any idea of the colors and tints.

The flower resembles in many ways the Chrysanthemum, Poppy, Carnation, and some have the shape of Dahlia, so it might be truly said that it is a combination of all these favorites.

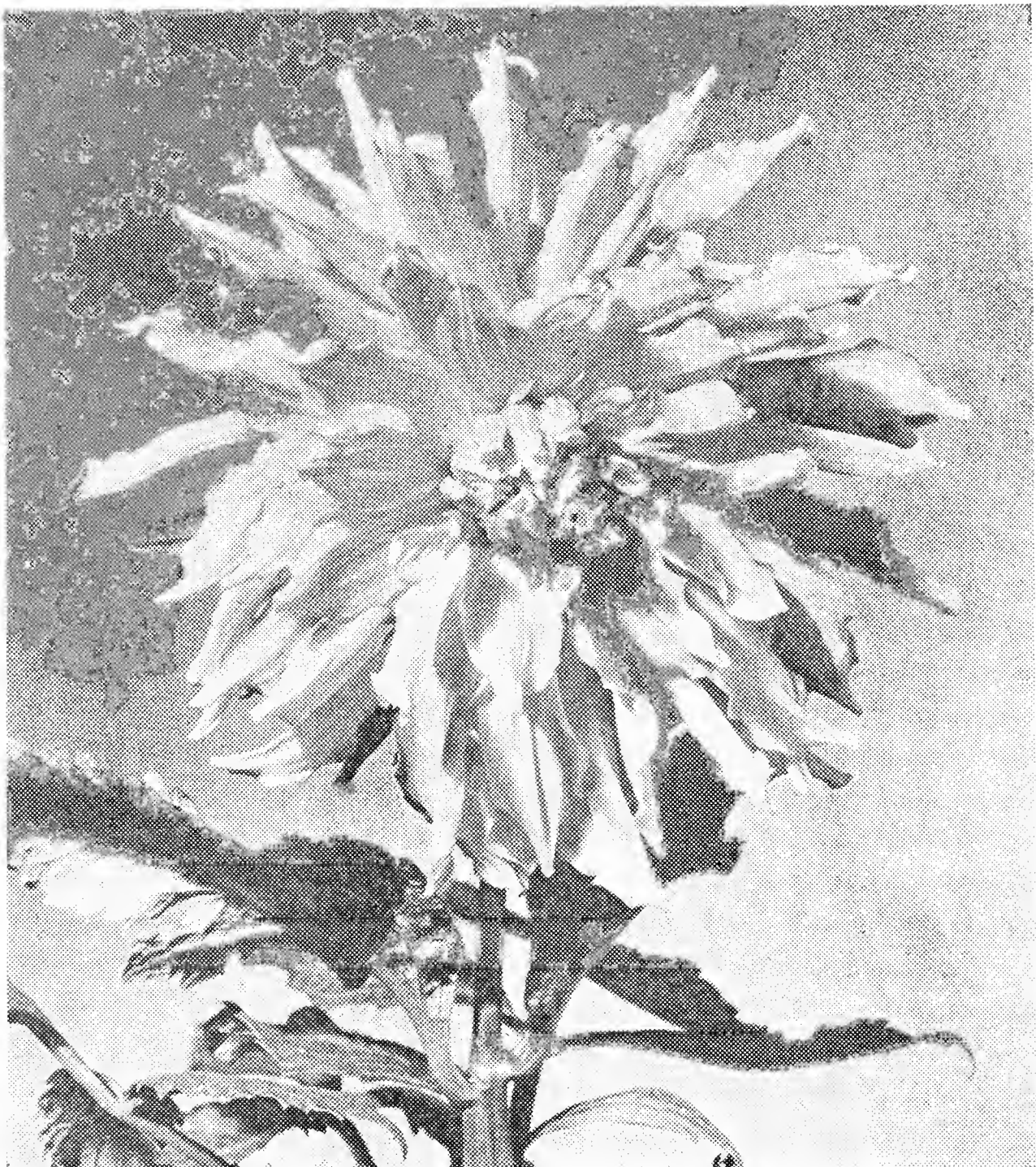
The plant attains a height of from 2 to 4 feet. It has long graceful stems and handsome green foliage, forming an attractive bush. Each plant yields from ten to fifteen large and full flowers. One plant last year yielded 27 perfect flowers.

A chemist would probably analyze CHRYSTOPCAN to be composed of the following strains, Poppy, 75 per cent; Carnation, 10 per cent; Chrysanthemum, 10 per cent; Dahlia, 5 per cent; with some plants varying slightly one way or the other.

Most of these flowers are three to four inches in diameter. The petals are of imposing effect. Some are broad, resembling ruffled satin, which others are silky, curly and fringed. The formations are of great beauty, and it is impossible to give an accurate detailed description. Each flower has an attractiveness all its own.

Colors produced to date are: Ashes of Rose, Chinese Red, Pink, Fuchsia, Red, Lavender, Mauve, White, Pink Tipped, White and Scarlet with Light Stripes.

To grow Chrysopopcan once means it will always have a choice spot in your garden.



**MRS. JAMES ROOSEVELT S. C. to I. D. (Parrella-Hulin)**—An even grenadine red with streaked yellow reverse, which gives a predominant orange-red effect with yellow tints and lightings. Petals slightly twisting, curling and slightly crinkled. Immense size blooms, 11 inches or more without forcing, with great depth. A very beautiful dahlia in color and form. Something different. Height of plant, 5 feet. This dahlia was named in HONOR of our President's Mother. MRS. JAMES ROOSEVELT received an Award of Honor at the Georgia Experimental Station with the following comment: "So forceful in attention getting value that it approaches the spectacular." (Note)—This dahlia is on Mr. Barron's Honor Roll in the FLOWER GROWER, Mr. Johnston's Futurity in HOUSE BEAUTIFUL and Mr. Eldredge's Review in the MID-WEST DAHLIA NEWS.

**Plants \$2.00**